

FIG. 2

Shopping's right this way.™

CLICK HERE
TO FIND YOUR
NEAREST AGENT

PLEASE VISIT AUTO

GTE'S YELLOW PAGES

1

ENTER CATEGORY (TOP CATEGORIES)

BUSINESS NAME (E.G., GTE)

OR

2

ENTER CITY (OPTIONAL)

STATE (REQUIRED)

CHOOSE A STATE

▼

AND

3

FIND IT

SEARCH TIPS

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FIG. 3

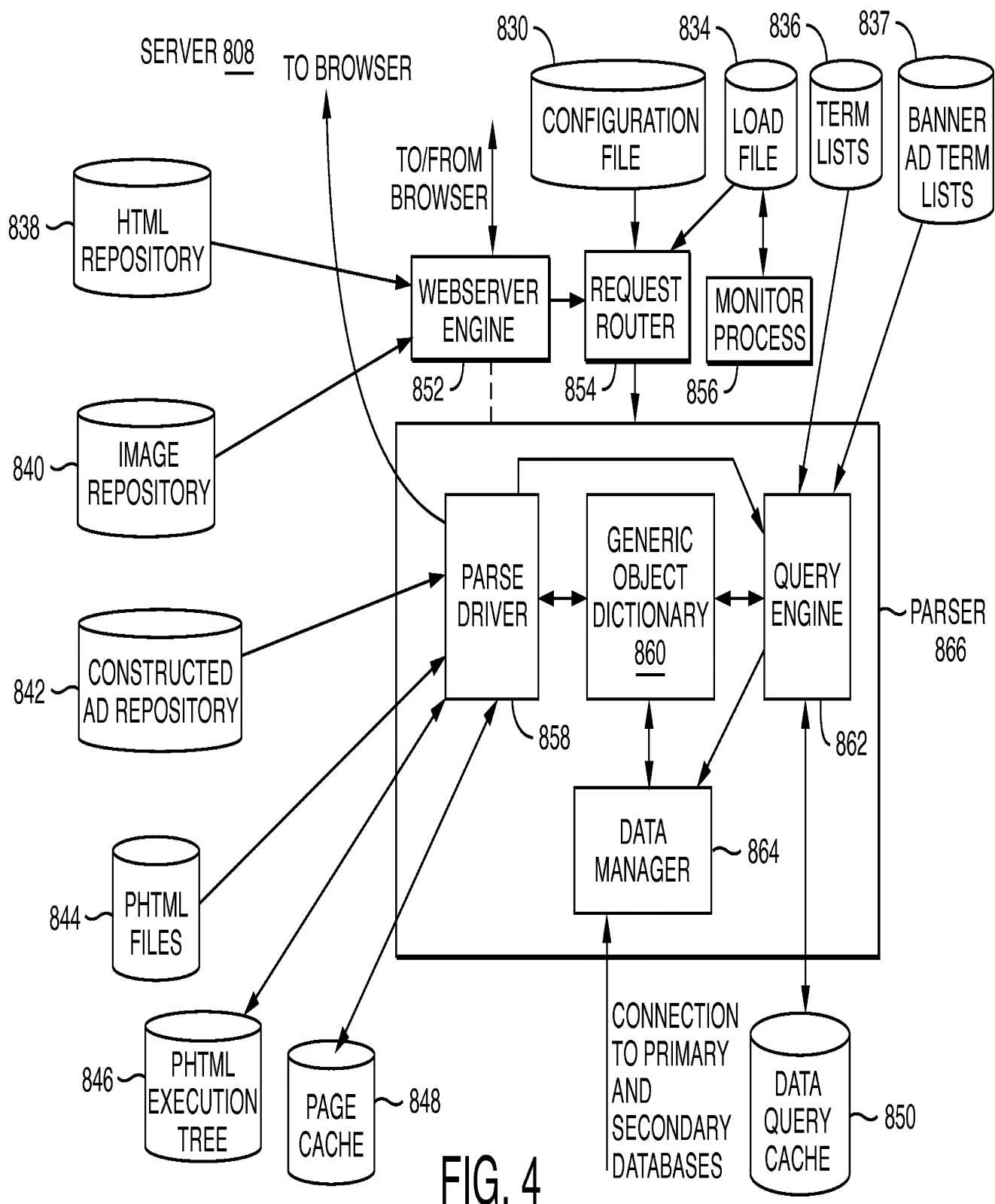


FIG. 4

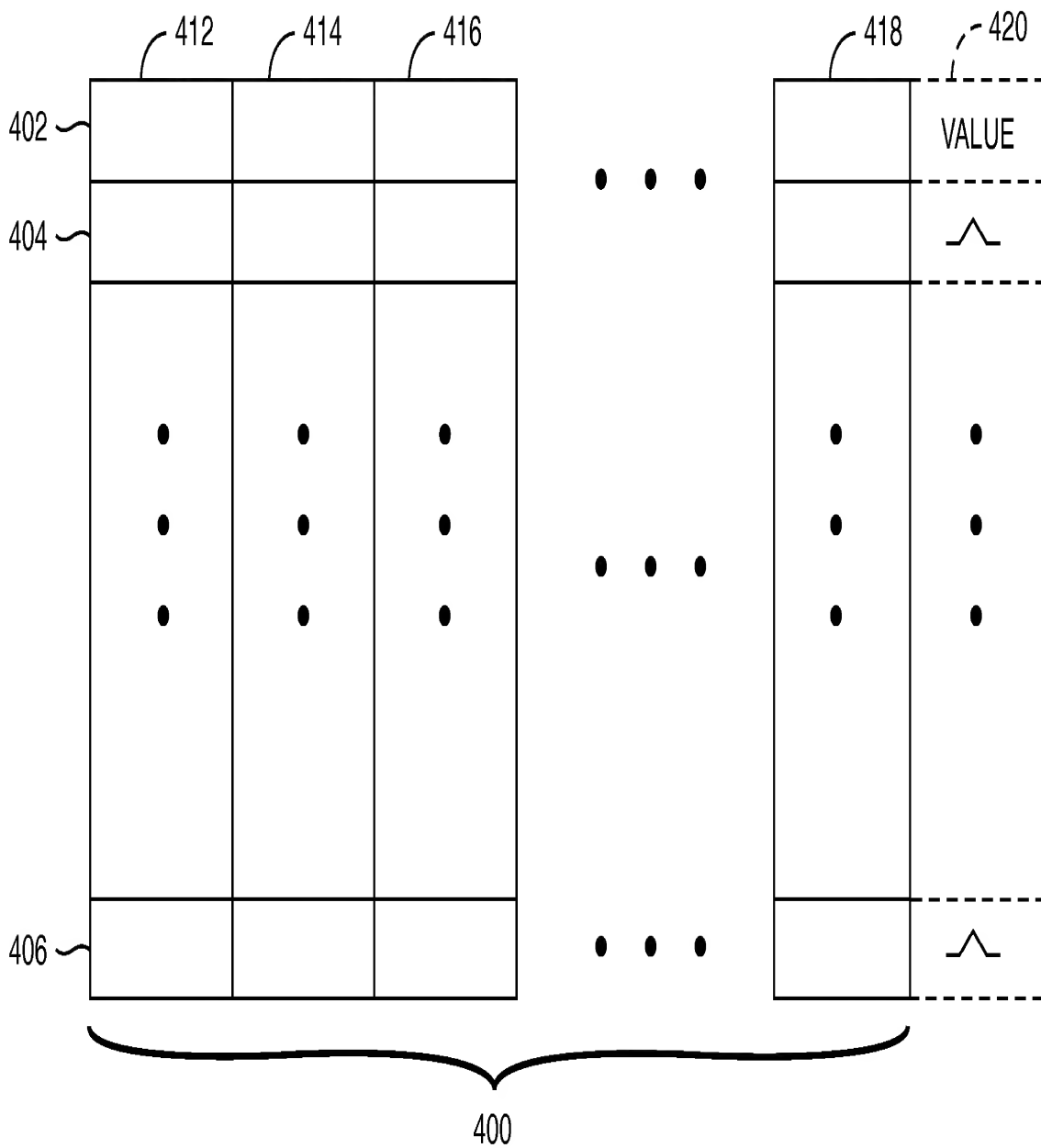


FIG. 5

430

FIG. 6

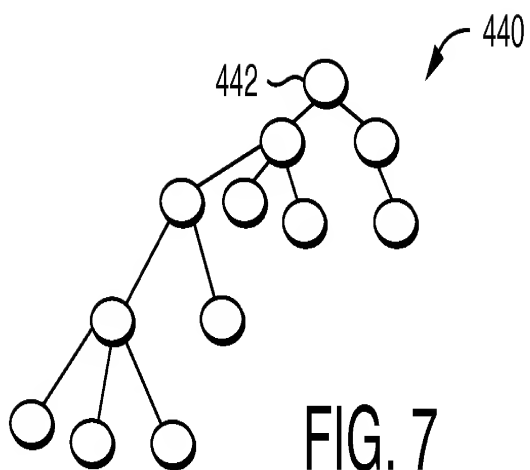


FIG. 7

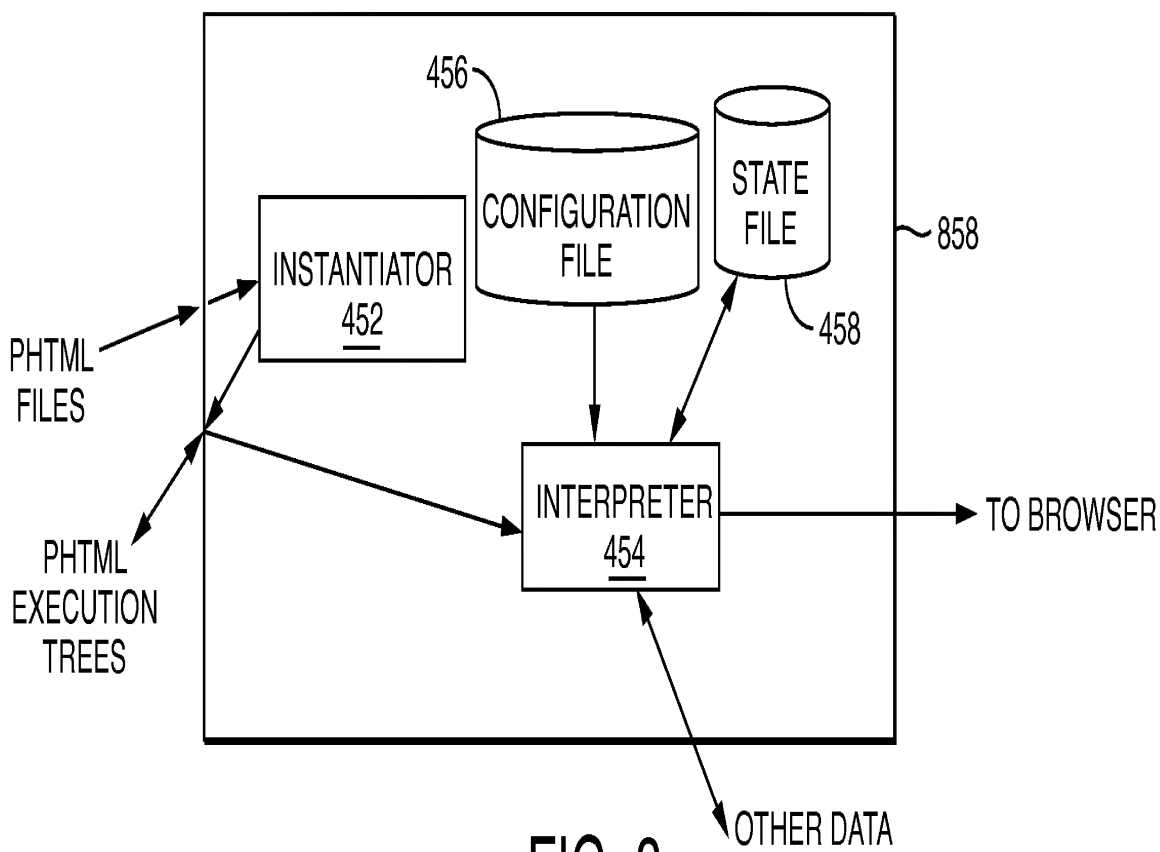









FIG. 8

1820

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THE MOST FREQUENTLY USED CATEGORIES ARE LISTED BELOW. TO SELECT A CATEGORY, SIMPLY CLICK ON IT AND YOU WILL BE RETURNED TO A SEARCH FORM WITH THE CATEGORY FIELD FILLED IN.

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AMUSEMENT	ATTORNEYS
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APARTMENTS	AUTOMOBILES

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BALLOONS	BICYCLES
BANKS	BOATS
BANQUET ROOMS	BOOKS
BARBERS	BOWLING
BARS	BRIDAL SHOPS
BASEBALL	BUILDERS
BEAUTY SALONS	BUILDING MATERIALS
BED & BREAKFASTS	BUSES
BEEPERS	

FIG. 9

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FIG. 10

1830

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GTE'S YELLOW PAGES SEARCH BY DISTANCE MORE TOOLS		
<div style="border-bottom: 1px solid black; margin-bottom: 5px;"> ENTER CATEGORY OR BUSINESS NAME </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p>CATEGORY: <input type="text" value="RESTAURANT"/></p> <p>BUSINESS NAME: <input type="text"/></p> <p>SEARCH WITHIN: <input type="text" value="5"/> <input type="button" value="v"/> MILES OF</p> <p>STREET: <input type="text"/></p> <p>CITY: <input type="text" value="BOSTON"/></p> <p>STATE: <input type="text" value="MA"/> ZIP: <input type="text"/></p> <p>1832 — <input type="button" value="FIND IT"/> <input type="button" value="CLEAR"/></p> </div> <div style="width: 35%;"> <p>TOP CATEGORIES</p> <p>SEARCH TIPS</p> <p>KEYWORDS <input type="text"/></p> </div> </div> <p>MORE SEARCH OPTIONS: SIMPLE SEARCH DETAILED SEARCH SEARCH IN CANADA</p>		 SHOP ONLINE <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> Consumer Guide® </div> <div style="text-align: center;"> ADVERTISE WITH US </div> <div style="text-align: center;"> WEB SITE SEARCH </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> CITY LINK </div> <div style="text-align: center;"> CLASSIFIED ADS </div> <div style="text-align: center;"> INTERNET ACCESS </div> </div> <div style="text-align: center; margin-top: 10px;"> MAPS OR DRIVING DIRECTIONS </div>
<h1 style="margin: 0;">LISTEN.</h1>		 BOOKMARK THIS PAGE
PLEASE VISIT OUR SPONSOR		
<p>HELPFUL HINTS</p> <p>USE THIS SEARCH BY DISTANCE FORM TO SEARCH FOR BUSINESSES WITHIN A CERTAIN DISTANCE OF A LOCATION YOU SPECIFY.</p> <p>FOR EXAMPLE, YOU MIGHT WANT TO SEARCH FOR RESTAURANTS WITHIN 2 MILES OF YOUR HOME. ENTER RESTAURANTS IN THE CATEGORY FIELD, CHOOSE 2 FROM THE PULL-DOWN MENU, FILL IN YOUR STREET ADDRESS, CITY, AND STATE, AND THEN PRESS THE FIND IT BUTTON.</p> <p>THE RESULTS WILL BE DISPLAYED BY DISTANCE, WITH THE CLOSEST BUSINESSES PRESENTED FIRST. EACH BUSINESS LISTING WILL INCLUDE THE DISTANCE IN MILES FROM THE REFERENCE LOCATION THAT YOU PROVIDED.</p> <ul style="list-style-type: none"> IF YOU ENTER A STREET ADDRESS, THE DISTANCE WILL BE MEASURED FROM THAT SPECIFIC LOCATION. IF YOU ENTER JUST A CITY AND STATE, OR JUST A STATE AND ZIP CODE, THE DISTANCE WILL BE MEASURED FROM THE GEOGRAPHICAL CENTER OF THE CITY OR ZIP CODE AREA, RESPECTIVELY. <p>FOR MORE INFORMATION, CLICK ON SEARCH TIPS.</p>		
<p>HOME HELP ABOUT SITE MAP PRIVACY POLICY</p> <p>ADD OR CHANGE YOUR LISTING ADVERTISING INFO PURCHASE ADS ONLINE LINK TO US</p> <p>SHOP ONLINE CONSUMER GUIDE® YELLOW PAGES WEB SITE SEARCH CLASSIFIED ADS CITY LINK INTERNET ACCESS</p> <p>COPYRIGHT © 1995 - 1999 GTE NEW MEDIA SERVICES, INC. A PART OF GTE CORPORATION. ALL RIGHTS RESERVED</p>		

FIG. 11

1840






















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MATCHING CATEGORIES 1587 LISTINGS IN 24 CATEGORIES HELP							
<p>VIEW BUSINESSES RELATED TO "RESTAURANTS":</p> <ul style="list-style-type: none"> EATING PLACES (17) FISH & CHIPS (2) FRENCH RESTAURANTS (8) GREASE TRAPS (CLEANING SERVICE) (2) GREEK RESTAURANTS (5) INDIAN RESTAURANTS (8) IRISH RESTAURANTS (2) ITALIAN RESTAURANTS (49) KOSHER RESTAURANTS (3) MIDDLE EASTERN RESTAURANTS (4) ORIENTAL RESTAURANTS (4) RESTAURANT DESIGN & PLANNING SERVICE (1) RESTAURANT EQUIPMENT & SUPPLIES (WHOLESALE) (25) RESTAURANT EQUIPMENT & SUPPLIES - MANUFACTURERS (5) RESTAURANT EQUIPMENT - REPAIRING & SERVICE (7) RESTAURANT INFORMATION & REFERRAL SERVICE (1) RESTAURANT MANAGEMENT (9) RESTAURANTS (1403) RESTAURANTS - DELIVERY & INFORMATION (1) RESTAURANTS - FOODS DELIVERY (1) SEAFOOD RESTAURANTS (12) SPANISH RESTAURANTS (5) VIETNAMESE RESTAURANTS (4) <p>RELATED LINKS:</p> <p>GTE SHOP ONLINE: SHOP FOR DINING SERVICES ONLINE Consumer Guide®: AUTOMOBILE AND PRODUCT REVIEWS</p> <p>⬆ JUMP TO TOP</p>	<div data-bbox="1230 569 1417 667"> TRAVEL DEALS </div> <div data-bbox="1230 703 1417 802">  </div> <div data-bbox="1230 808 1437 840"> Consumer Guide® </div> <div data-bbox="1198 867 1453 966"> <p>CLICK HERE TO AVOID THE FASHION POLICE...</p> </div> <div data-bbox="1198 1014 1453 1092"> <p>SHOP ONLINE FOR COMPUTERS</p> </div>						
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FIG. 12

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ENTER CATEGORY (TOP CATEGORIES)

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OR

2

ENTER CITY (OPTIONAL)

BOSTON

STATE (REQUIRED)

MA

AND

3

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FIG. 13

1860

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- [SHOE LACES](#) (1)
- [SHOE SHINING](#) (1)
- [SHOE SHINING EQUIPMENT & SUPPLIES](#) (1)
- [SHOE STORE SUPPLIES](#) (1)
- [SHOES - CUSTOM MADE](#) (2) — 1862
- [SHOES - MANUFACTURERS](#) (3)
- [SHOES - MANUFACTURERS SUPPLIES \(MANUFACTURERS\)](#) (1)
- [SHOES - MANUFACTURERS - WOMENS](#) (2)
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- [SHOES - RETAIL](#) (101)
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FIG. 14

1870

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SHOES - CUSTOM MADE (1-2 OF 2)

CLICK  OR BUSINESS NAME FOR MAP AND MORE INFO

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 1505 COMMONWEALTH AVE. FL2, BRIGHTON, MA 02135
 (617) 787-1147
[FAX #](#)

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 59 TEMPLE PLACE, BOSTON, MA 02111
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FIG. 15








		 SHOP ONLINE	 Consumer Guide®	 YELLOW PAGES	 WEB SITE SEARCH	 CLASSIFIED ADS	 CITY LINK								
HOME → ADD OR CHANGE YOUR LISTING															
ADD OR CHANGE YOUR LISTING															
ENTER THE TELEPHONE NUMBER OF YOUR BUSINESS TO:															
<ul style="list-style-type: none">• CREATE A FREE BASIC BUSINESS LISTING.• UPDATE YOUR LISTING.• PURCHASE ONE OF THE ADVERTISING OPTIONS SHOWN BELOW															
1880		<table border="1"><tr><td>YOUR BUSINESS TELEPHONE NUMBER:</td><td>(<input type="text" value="817"/>)</td><td><input type="text" value="832"/></td><td><input type="text" value="5000"/></td></tr><tr><td colspan="4"><input type="button" value="LOOK UP MY BUSINESS"/></td></tr></table>						YOUR BUSINESS TELEPHONE NUMBER:	(<input type="text" value="817"/>)	<input type="text" value="832"/>	<input type="text" value="5000"/>	<input type="button" value="LOOK UP MY BUSINESS"/>			
YOUR BUSINESS TELEPHONE NUMBER:	(<input type="text" value="817"/>)	<input type="text" value="832"/>	<input type="text" value="5000"/>												
<input type="button" value="LOOK UP MY BUSINESS"/>															
<hr/>															
GTE Create-A-SiteSM ONE PAGE WEBSITE															
REACH POTENTIAL CUSTOMERS WITH AN EYE-CATCHING FULL-COLOR WEBPAGE!															
YOUR GTE Create-A-Site SM WEBPAGE INCLUDES:															
<ul style="list-style-type: none">• SEVERAL DIFFERENT DESIGN TEMPLATES THAT ALLOW YOU TO QUICKLY AND EASILY DESIGN YOUR WEBPAGE IN THE LAYOUT BEST SUITED FOR YOUR BUSINESS.• ABILITY TO EMPHASIZE YOUR BUSINESS' KEY SELLING POINTS, PRODUCTS AND SERVICES.• PLACEMENT IN THE ADVERTISERS SECTION IN UP TO FIVE YELLOW PAGES CATEGORIES OF GTE'S SuperPages® SERVICE.• A UNIQUE WEB ADDRESS ('URL') WHICH YOU CAN FEATURE ON YOUR PRINT ADVERTISING AND BUSINESS CARDS, SO THAT POTENTIAL AND CURRENT CUSTOMERS CAN FIND YOUR BUSINESS ON THE WEB!• ABILITY TO UPDATE YOUR WEBPAGE ANYTIME YOU DESIRE.• ONLY \$40 A MONTH.															
FACTFILE (INCLUDES SILVER HOTLINK)															
<ul style="list-style-type: none">• A FACTFILE GIVES YOUR LISTING PRIORITY PLACEMENT WHICH PLACES YOUR IN OUR SPECIAL ADVERTISERS SECTION, AHEAD OF BUSINESSES WHO AREN'T ADVERTISERS.• WITH A FACTFILE, YOUR CUSTOMERS CAN LEARN THE DETAILS ABOUT YOUR BUSINESS, INCLUDING THE BRANDS OR SERVICES YOU OFFER AND YOUR BUSINESS HOURS, PLUS MUCH MORE!• CUSTOMER CAN ALSO FIND YOUR BUSINESS ON SUPERPAGES BY SEARCHING FOR KEYWORDS IN YOUR FACTFILE.• ONLY \$25 A MONTH															
FOR MORE INFORMATION AND SAMPLES, CLICK HERE.															
<table border="1"><tr><td>HOTLINK YOUR HOTLINK (URL ADDRESS) TO YOUR WEBSITE WILL APPEAR WITH YOUR BUSINESS LISTING IN THE SUPERPAGES YELLOW PAGES DIRECTORY. AND IF YOU PURCHASE A PLATINUM GOLD OR SILVER HOTLINK YOUR HOTLINK AND BUSINESS LISTING WILL APPEAR IN A PROMINENT POSITION IN THE ADVERTISERS SECTION! CHOOSE ONE OF THE FOUR ATTRACTIVE OPTIONS BELOW:<ul style="list-style-type: none">• PLATINUM RISE AHEAD OF THE PACK. A SMART WAY TO FOCUS ATTENTION ON YOUR BUSINESS FOR JUST \$80 PER MONTH.• GOLD APPEAR AHEAD OF SILVER AND BASIC WEBLINKS. ONLY \$45 PER MONTH.</td></tr></table>								HOTLINK YOUR HOTLINK (URL ADDRESS) TO YOUR WEBSITE WILL APPEAR WITH YOUR BUSINESS LISTING IN THE SUPERPAGES YELLOW PAGES DIRECTORY. AND IF YOU PURCHASE A PLATINUM GOLD OR SILVER HOTLINK YOUR HOTLINK AND BUSINESS LISTING WILL APPEAR IN A PROMINENT POSITION IN THE ADVERTISERS SECTION! CHOOSE ONE OF THE FOUR ATTRACTIVE OPTIONS BELOW: <ul style="list-style-type: none">• PLATINUM RISE AHEAD OF THE PACK. A SMART WAY TO FOCUS ATTENTION ON YOUR BUSINESS FOR JUST \$80 PER MONTH.• GOLD APPEAR AHEAD OF SILVER AND BASIC WEBLINKS. ONLY \$45 PER MONTH.							
HOTLINK YOUR HOTLINK (URL ADDRESS) TO YOUR WEBSITE WILL APPEAR WITH YOUR BUSINESS LISTING IN THE SUPERPAGES YELLOW PAGES DIRECTORY. AND IF YOU PURCHASE A PLATINUM GOLD OR SILVER HOTLINK YOUR HOTLINK AND BUSINESS LISTING WILL APPEAR IN A PROMINENT POSITION IN THE ADVERTISERS SECTION! CHOOSE ONE OF THE FOUR ATTRACTIVE OPTIONS BELOW: <ul style="list-style-type: none">• PLATINUM RISE AHEAD OF THE PACK. A SMART WAY TO FOCUS ATTENTION ON YOUR BUSINESS FOR JUST \$80 PER MONTH.• GOLD APPEAR AHEAD OF SILVER AND BASIC WEBLINKS. ONLY \$45 PER MONTH.															

FIG. 16

- SILVER
AN ECONOMICAL SOLUTION. APPEAR
IN
OUR ADVERTISERS SECTION FOR JUST
\$20 PER MONTH.
- BASIC
ADD YOUR COMPANY'S WEBSITE LINK
TO YOUR BASIC LISTING IN OUR
YELLOW PAGES. A LOW \$5 PER MONTH.

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[CITY LINK](#) | [INTERNET ACCESS](#)

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FIG. 17

	<table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="text-align: center;"> SHOP ONLINE</td><td style="text-align: center;"> Consumer Guide®</td><td style="text-align: center;"> YELLOW PAGES</td><td style="text-align: center;"> WEB SITE SEARCH</td><td style="text-align: center;"> CLASSIFIED ADS</td><td style="text-align: center;"> CITY LINK</td></tr></table>	 SHOP ONLINE	 Consumer Guide®	 YELLOW PAGES	 WEB SITE SEARCH	 CLASSIFIED ADS	 CITY LINK
 SHOP ONLINE	 Consumer Guide®	 YELLOW PAGES	 WEB SITE SEARCH	 CLASSIFIED ADS	 CITY LINK		

[HOME](#) ➔ [ADD OR CHANGE YOUR LISTING](#)

MATCHING BUSINESS

THIS BUSINESS MATCHES THE TELEPHONE NUMBER YOU ENTERED. PLEASE CLICK ON THE BUSINESS NAME IF THIS IS THE CORRECT BUSINESS:

MATCHING BUSINESS:	BLUE CROSS & BLUE SHIELD (617) 832-5000 BOSTON, MA 02110-2190
-----------------------	---------------------------------------------------------------------

IF YOUR BUSINESS IS NOT SHOWN:

ADD MY LISTING

MISTAKE ENTERING TELEPHONE NUMBER?

IF (617) 832-5000 IS NOT THE CORRECT TELEPHONE NUMBER FOR YOUR BUSINESS, PLEASE ENTER THE CORRECT NUMBER HERE:

TRY AGAIN:	(<input style="width: 40px;" type="text"/>) <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/>
THEN CLICK:	<div style="border: 1px solid black; padding: 5px 20px; display: inline-block;">LOOK UP MY BUSINESS</div>

FOR ASSISTANCE, PLEASE CONTACT GTE SUPERPAGES CUSTOMER CARE
AT 1-800-428-8722 DURING BUSINESS HOURS (7:30 A.M. - 6:00 P.M. CST, M-F)

NOT ALL ADVERTISING OPTIONS ARE AVAILABLE IN ALL AREAS.

THIS SITE REQUIRES NETSCAPE NAVIGATOR 3.0, MICROSOFT INTERNET EXPLORER 3.0,
OR A MORE RECENT BROWSER.

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FIG. 18








		 SHOP ONLINE	 Consumer Guide®	 YELLOW PAGES	 WEB SITE SEARCH	 CLASSIFIED ADS	 CITY LINK
HOME → ADVERTISE WITH US → PURCHASE ADVERTISING							
BLUE CROSS & BLUE SHIELD (617) 832-5000 BOSTON, MA 02110							
MODIFY THIS BASIC LISTING							
NEXT STEP: <ul style="list-style-type: none"> • CHOOSE A PRODUCT BELOW. • MODIFY YOUR LISTING INFORMATION. 							
ENHANCE YOUR LISTING WITH THESE AFFORDABLE SUPERPAGES ADVERTISING OPTIONS:							
PRODUCTS AVAILABLE ONLINE							
PRODUCT		DESCRIPTION				PRICE	
CREATE-A-SITE:		REACH POTENTIAL CUSTOMERS WITH AN EYE-CATCHING FULL-COLOR WEBPAGE! YOUR GTE Create-A-Site SM WEBPAGE INCLUDES: <ul style="list-style-type: none"> • SEVERAL DIFFERENT DESIGN TEMPLATES THAT ALLOW YOU TO QUICKLY AND EASILY DESIGN YOUR WEBPAGE IN THE LAYOUT BEST SUITED FOR YOUR BUSINESS. • ABILITY TO EMPHASIZE YOUR BUSINESS KEY SELLING POINTS, PRODUCTS AND SERVICES. • PLACEMENT IN THE ADVERTISERS SECTION IN UP TO FIVE YELLOW PAGES CATEGORIES OF GTE'S SuperPages® SERVICE. • A UNIQUE WEB ADDRESS ('URL') WHICH YOU CAN FEATURE ON YOUR PRINT ADVERTISING AND BUSINESS CARDS, SO THAT POTENTIAL AND CURRENT CUSTOMERS CAN FIND YOUR BUSINESS ON THE WEB! • ABILITY TO UPDATE YOUR WEBPAGE ANYTIME YOU DESIRE. CREATE YOUR ONE PAGE WEBSITE				ORDER \$40 PER MONTH	
FACT FILE:		<ul style="list-style-type: none"> • A FACTFILE GIVES YOUR LISTING PRIORITY PLACEMENT WHICH PLACES YOU IN OUR SPECIAL ADVERTISERS SECTION, AHEAD OF BUSINESSES WHO AREN'T ADVERTISERS. • WITH A FACTFILE, YOUR CUSTOMERS CAN LEARN THE DETAILS ABOUT YOUR BUSINESS, INCLUDING THE BRANDS OR SERVICES YOU OFFER AND YOUR BUSINESS HOURS, PLUS MUCH MORE! • CUSTOMERS CAN ALSO FIND YOUR BUSINESS ON SUPERPAGES BY SEARCHING FOR KEYWORDS IN YOUR FACTFILE. FOR MORE INFORMATION AND SAMPLES, CLICK HERE.				ORDER \$25 PER MONTH	

FIG. 19

PLATINUM HOTLINK:	ADD A HOTLINK TO YOUR COMPANY'S WEBSITE IN YOUR LISTING, AND ALSO APPEAR NEAR THE TOP OF THE ADVERTISERS SECTION. FOR MORE INFORMATION AND SAMPLES, CLICK HERE .	ORDER \$80 PER MONTH
GOLD HOTLINK:	ADD A HOTLINK TO YOUR LISTING, AND APPEAR IN THE ADVERTISERS SECTION ABOVE CREATE-A-SITE AND FACTFILE ADVERTISERS. FOR MORE INFORMATION AND SAMPLES, CLICK HERE .	ORDER \$45 PER MONTH
SILVER HOTLINK:	ADD A HOTLINK TO YOUR LISTING, AND APPEAR IN THE ADVERTISERS SECTION. FOR MORE INFORMATION AND SAMPLES, CLICK HERE .	ORDER \$20 PER MONTH
BASIC HOTLINK:	ADD A HOTLINK TO YOUR BASIC LISTING. FOR MORE INFORMATION AND SAMPLES, CLICK HERE .	ORDER \$5 PER MONTH
MODIFY YOUR EXISTING INFORMATION 1890		
BASIC LISTING:	YOU CAN MODIFY YOUR BASIC LISTING INFORMATION (BUSINESS PHONE NUMBER, ADDRESS, E-MAIL, AND CATEGORIES)	
<p>FOR ASSISTANCE, PLEASE CONTACT GTE SuperPages CUSTOMER CARE AT 1-800-428-8722 DURING BUSINESS HOURS (7:30 A.M. - 6:00 P.M. CST, M-F)</p> <p>NOT ALL ADVERTISING OPTIONS ARE AVAILABLE IN ALL AREAS.</p> <p>THIS SITE REQUIRES NETSCAPE NAVIGATOR 3.0, MICROSOFT INTERNET EXPLORER 3.0, OR A MORE RECENT BROWSER.</p> <p style="text-align: center;">HOME HELP ABOUT SITE MAP PRIVACY POLICY</p> <p style="text-align: center;">ADD OR CHANGE YOUR LISTING ADVERTISING INFO PURCHASE ADS ONLINE LINK TO US</p> <p style="text-align: center;">SHOP ONLINE Consumer Guide® YELLOW PAGES WEB SITE SEARCH CLASSIFIED ADS CITY LINK INTERNET ACCESS</p> <p style="text-align: center;">COPYRIGHT © 1995 - 1999 GTE NEW MEDIA SERVICES, INC. A PART OF GTE CORPORATION. ALL RIGHTS RESERVED</p>		

FIG. 20








	 SHOP ONLINE	 Consumer guide®	 YELLOW PAGES	 WEB SITE SEARCH	 CLASSIFIED ADS	 CITY LINK		
HOME → ADD OR CHANGE YOUR LISTING YOUR CURRENT LISTING INFORMATION YOUR BUSINESS APPEARS AS: Blue Cross & Blue Shield <u>100 Summer Street FL2, Boston, MA 02110-2190</u> (617) 832-5000 FAX: (617) 832-3353 (800) 258-2226 (800) 253-5210 CUSTOMERS CAN FIND YOU BY SEARCHING IN THESE CATEGORIES: • INSURANCE <table border="1"><tr><td>YOU MAY:</td><td>CHANGE YOUR BUSINESS INFORMATION CHANGE YOUR CATEGORIES</td></tr></table>							YOU MAY:	CHANGE YOUR BUSINESS INFORMATION CHANGE YOUR CATEGORIES
YOU MAY:	CHANGE YOUR BUSINESS INFORMATION CHANGE YOUR CATEGORIES							
<p>FOR ASSISTANCE, PLEASE CONTACT GTE SUPERPAGES CUSTOMER CARE AT 1-800-428-8722 DURING BUSINESS HOURS (7:30 A.M. - 6:00 P.M. CST, M-F)</p> <p>NOT ALL ADVERTISING OPTIONS ARE AVAILABLE IN ALL AREAS.</p> <p>THIS SITE REQUIRES NETSCAPE NAVIGATOR 3.0, MICROSOFT INTERNET EXPLORER 3.0, OR A MORE RECENT BROWSER.</p> <p>HOME HELP ABOUT SITE MAP PRIVACY POLICY</p> <p>ADD OR CHANGE YOUR LISTING ADVERTISING INFO PURCHASE ADS ONLINE LINK TO US</p> <p>SHOP ONLINE Consumer Guide® YELLOW PAGES WEB SITE SEARCH CLASSIFIED ADS CITY LINK INTERNET ACCESS</p> <p>COPYRIGHT © 1995 - 1999 GTE NEW MEDIA SERVICES, INC. A PART OF GTE CORPORATION. ALL RIGHTS RESERVED</p>								

FIG. 21








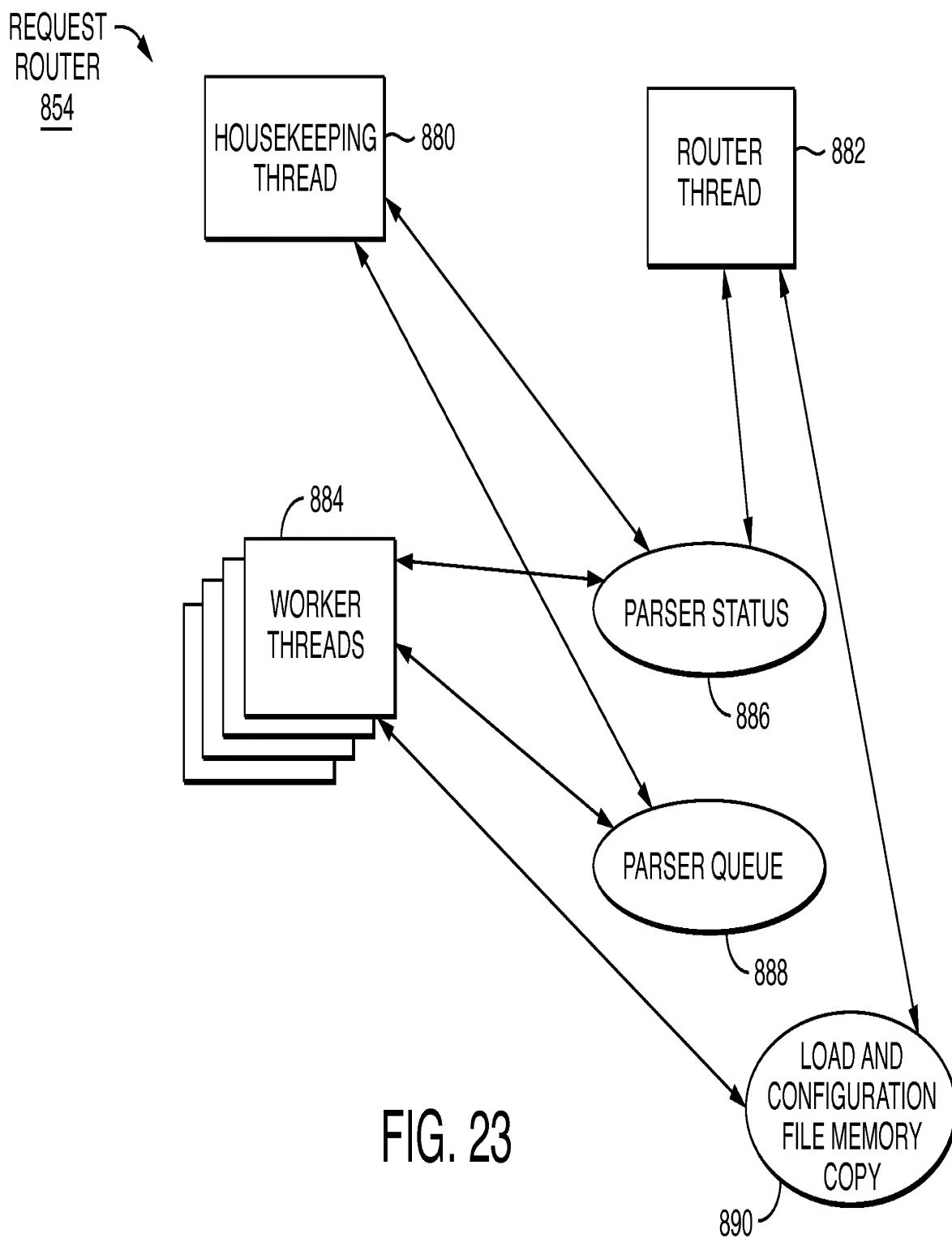
	<div style="display: flex; justify-content: space-around; font-size: 0.8em;"> <div> <u>SHOP</u> <u>ONLINE</u></div> <div> <u>Consumer</u> <u>Guide®</u></div> <div> <u>YELLOW</u> <u>PAGES</u></div> <div> <u>WEB SITE</u> <u>SEARCH</u></div> <div> <u>CLASSIFIED</u> <u>ADS</u></div> <div> <u>CITY</u> <u>LINK</u></div> </div>
<p>HOME ➔ ADD OR CHANGE YOUR LISTING</p> <p>ENTER OR UPDATE YOUR BUSINESS INFORMATION</p> <p>ENTER THE BUSINESS INFORMATION FOR YOUR LISTING, OR MODIFY THE PREVIOUSLY ENTERED INFORMATION</p> <div style="border: 1px solid black; padding: 2px; margin-top: 5px;"> FIELDS <input type="radio"/> MARKED ARE REQUIRED AS PART OF YOUR LISTING. </div>	
<p>BUSINESS INFORMATION</p>	
BUSINESS NAME:	<input type="radio"/> <div style="border: 1px solid black; padding: 2px;">Blue Cross & Blue Shield</div> (USE NORMAL CAPITALIZATION E.G. GTE SuperPages, NOT GTE SUPERPAGES)
BUSINESS PHONE:	<input type="radio"/> (<div style="border: 1px solid black; padding: 2px;">617</div>) <div style="border: 1px solid black; padding: 2px;">832</div> <div style="border: 1px solid black; padding: 2px;">5000</div> (EITHER BUSINESS PHONE OR TOLL FREE PHONE IS REQUIRED.)
TOLL FREE PHONE:	<input type="radio"/> (<div style="border: 1px solid black; padding: 2px;">800</div> <div style="border: 1px solid black; padding: 2px;">▼</div>) <div style="border: 1px solid black; padding: 2px;">253</div> <div style="border: 1px solid black; padding: 2px;">5210</div> EXT. <div style="border: 1px solid black; padding: 2px; width: 50px;"></div> DESCRIPTION: <div style="border: 1px solid black; padding: 2px; width: 150px;"></div> (E.G. 24-HOUR MAIL ORDER)
ALTERNATE PHONE:	(<div style="border: 1px solid black; padding: 2px;">800</div>) <div style="border: 1px solid black; padding: 2px;">258</div> <div style="border: 1px solid black; padding: 2px;">2226</div> EXT. <div style="border: 1px solid black; padding: 2px; width: 50px;"></div> DESCRIPTION: <div style="border: 1px solid black; padding: 2px; width: 150px;"></div>
BUSINESS FAX:	(<div style="border: 1px solid black; padding: 2px;">617</div>) <div style="border: 1px solid black; padding: 2px;">832</div> <div style="border: 1px solid black; padding: 2px;">3353</div>
STREET ADDRESS:	<input type="radio"/> <div style="border: 1px solid black; padding: 2px;">100 Summer Street FL 2</div> (SPELL OUT ALL WORDS IN THE ADDRESS. FOR EXAMPLE, USE NORTHEAST, AVENUE AND BOULEVARD INSTEAD OF NE, AVE., AND BLVD.)
CITY AND STATE:	Boston, Massachusetts CITY AND STATE WILL BE AUTOMATICALLY SELECTED BASED ON YOUR ZIP CODE. (WE USE THE STANDARD <u>USPS</u> DATABASE)
ZIP (5 OR 9 DIGITS):	<input type="radio"/> <div style="border: 1px solid black; padding: 2px;">02110</div> <div style="border: 1px solid black; padding: 2px;">2190</div>
E-MAIL:	<div style="border: 1px solid black; padding: 2px; width: 300px;"></div>
<div style="display: flex; justify-content: center; gap: 20px;"> <div style="border: 1px solid black; padding: 5px 15px;">SUBMIT INFORMATION</div> <div style="border: 1px solid black; padding: 5px 15px;">CLEAR</div> </div>	

FIG. 22



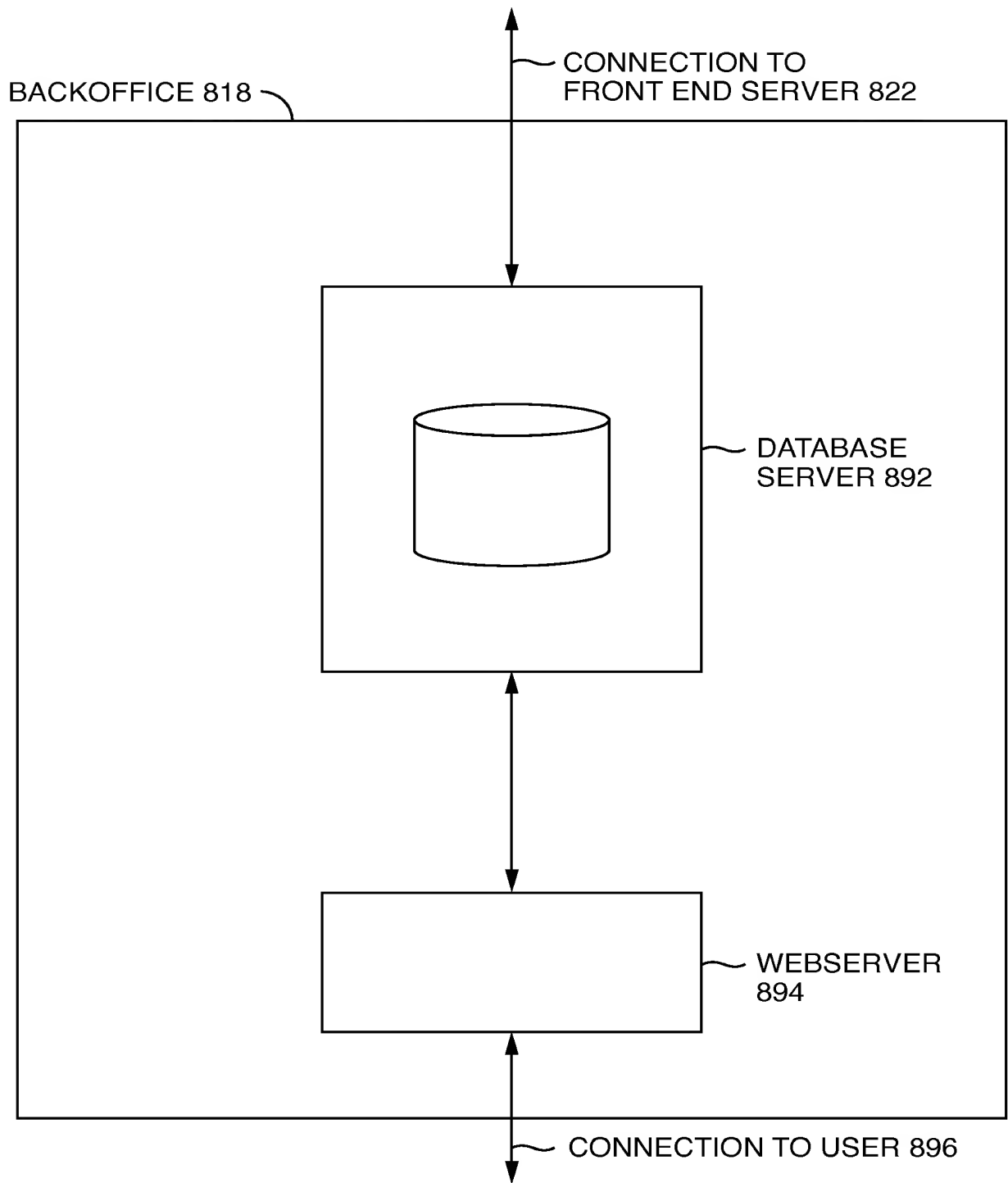


FIG. 24

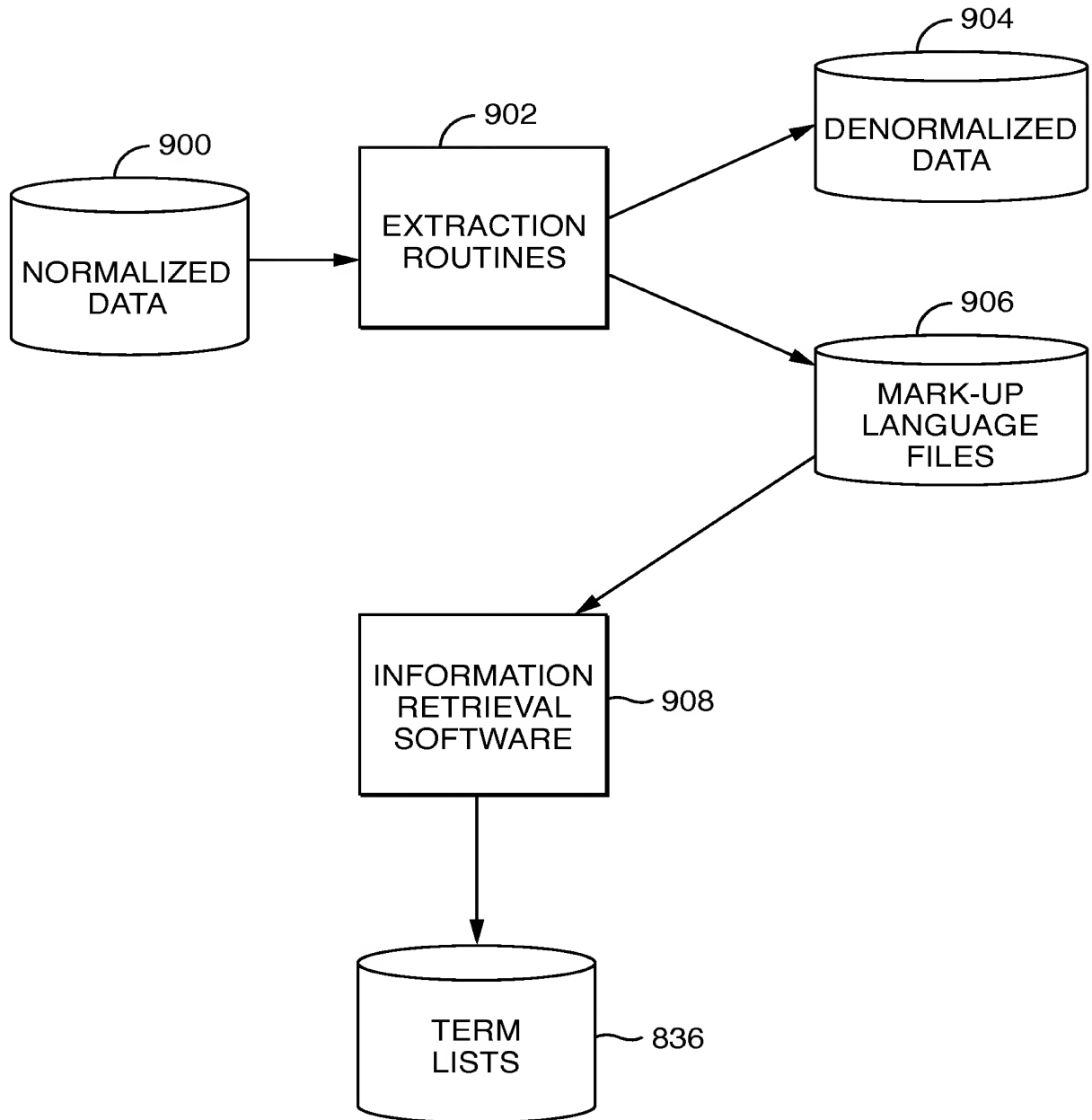


FIG. 25

NORMALIZED DATA

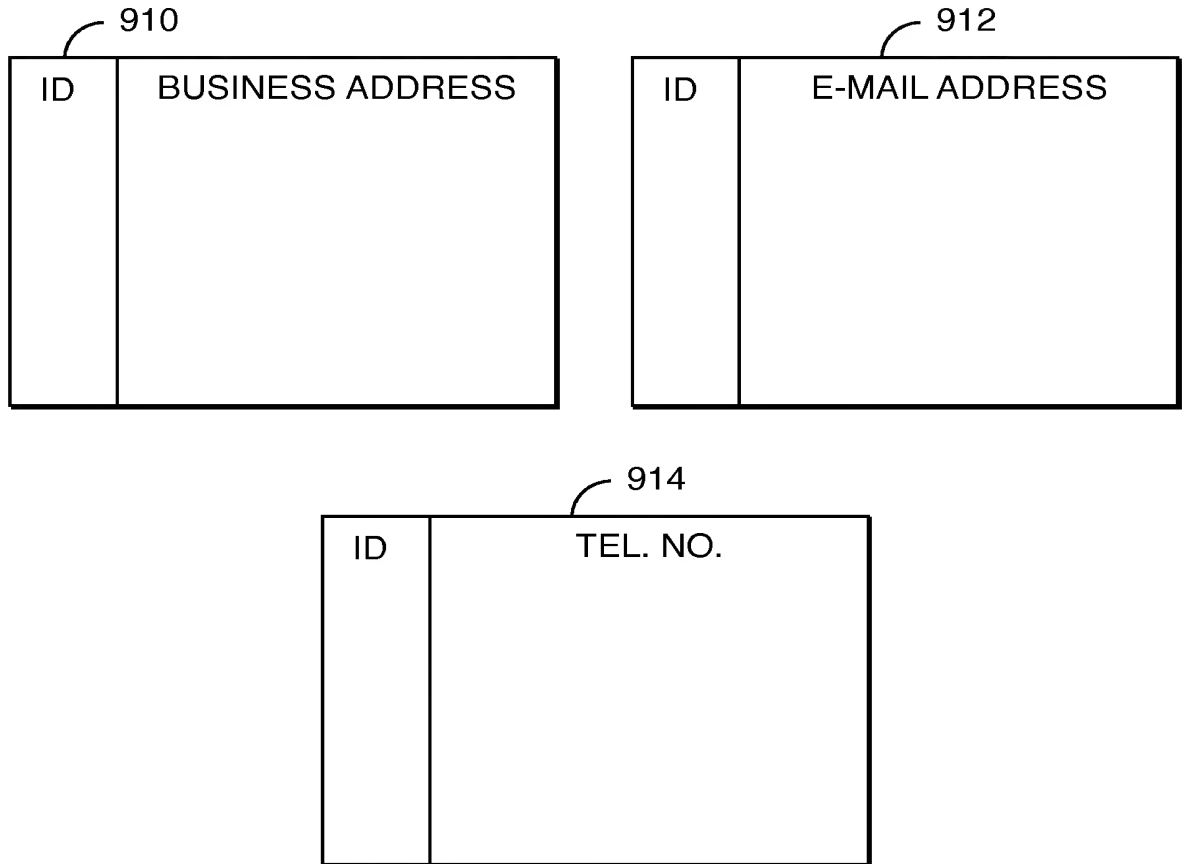


FIG. 26

DENORMALIZED DATA

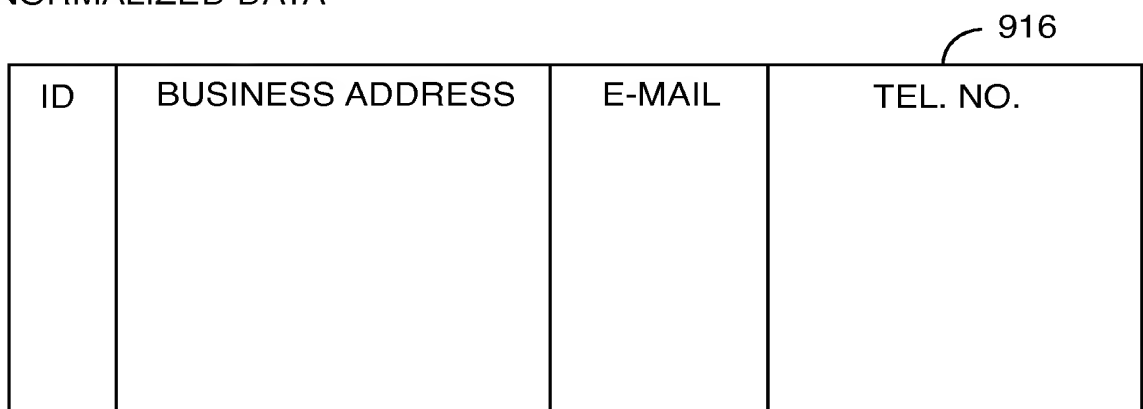


FIG. 27

INCOMING REQUEST
PROCESSING

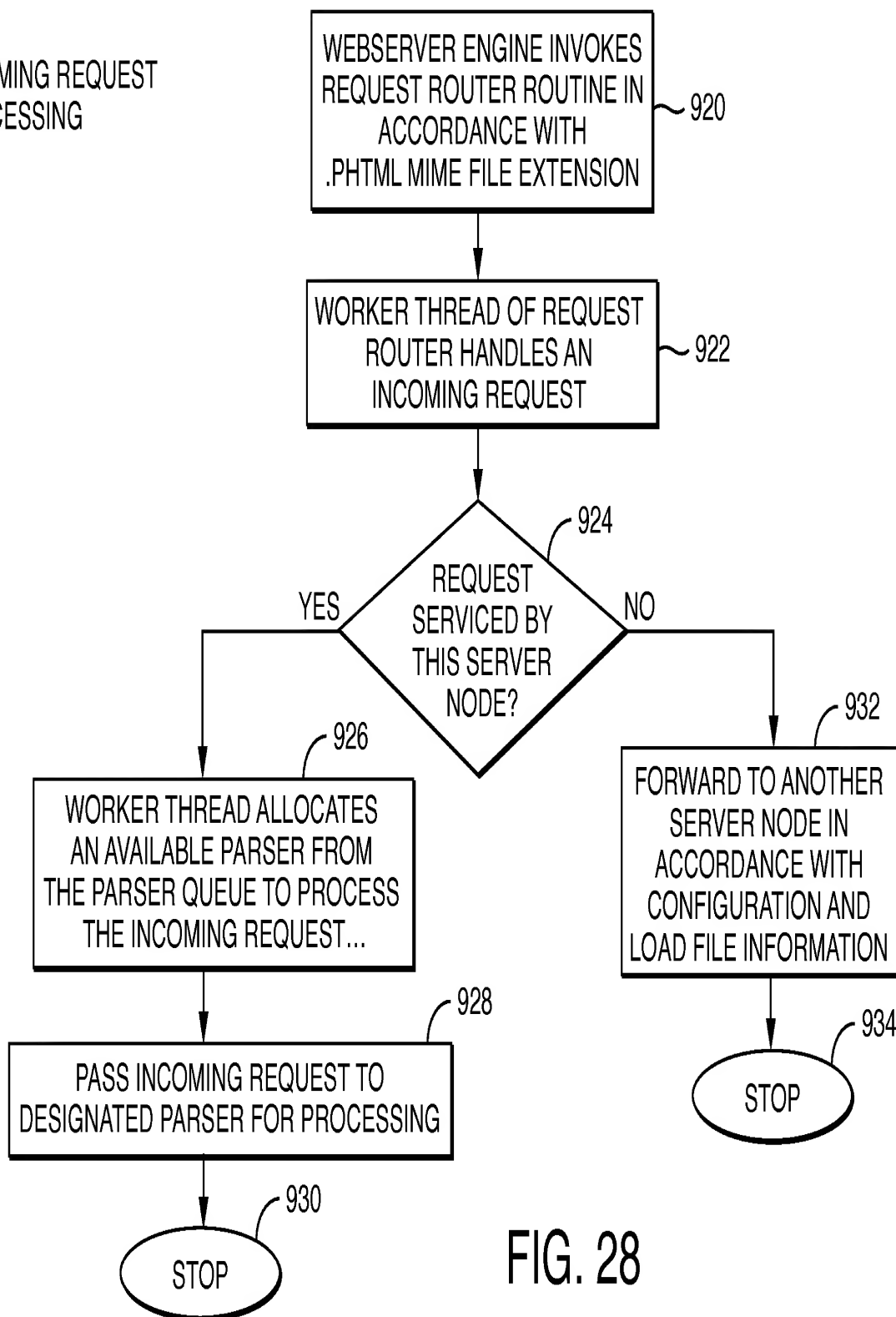


FIG. 28

PARSER
PROCESSING

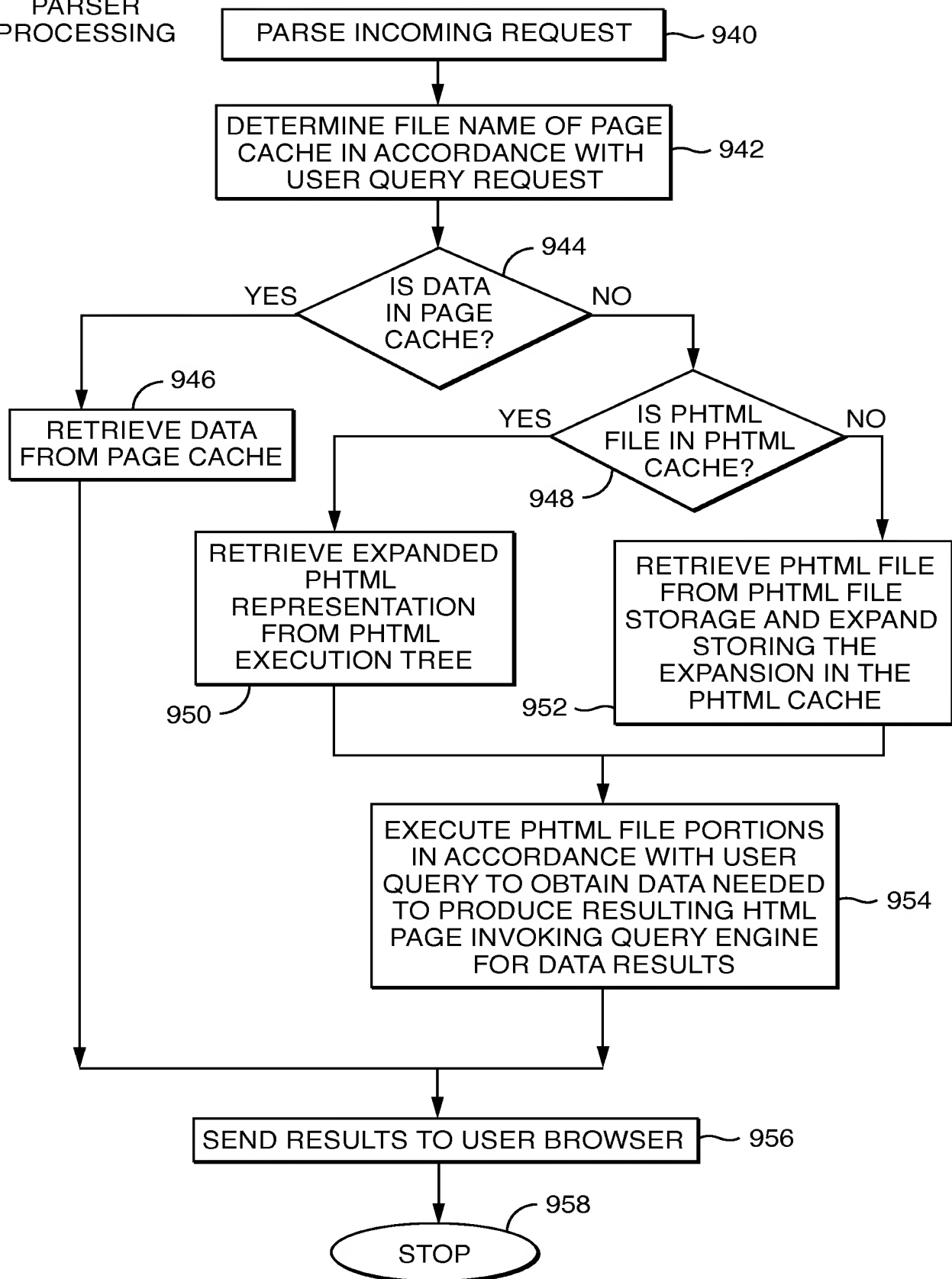


FIG. 29

QUERY ENGINE PROCESSING

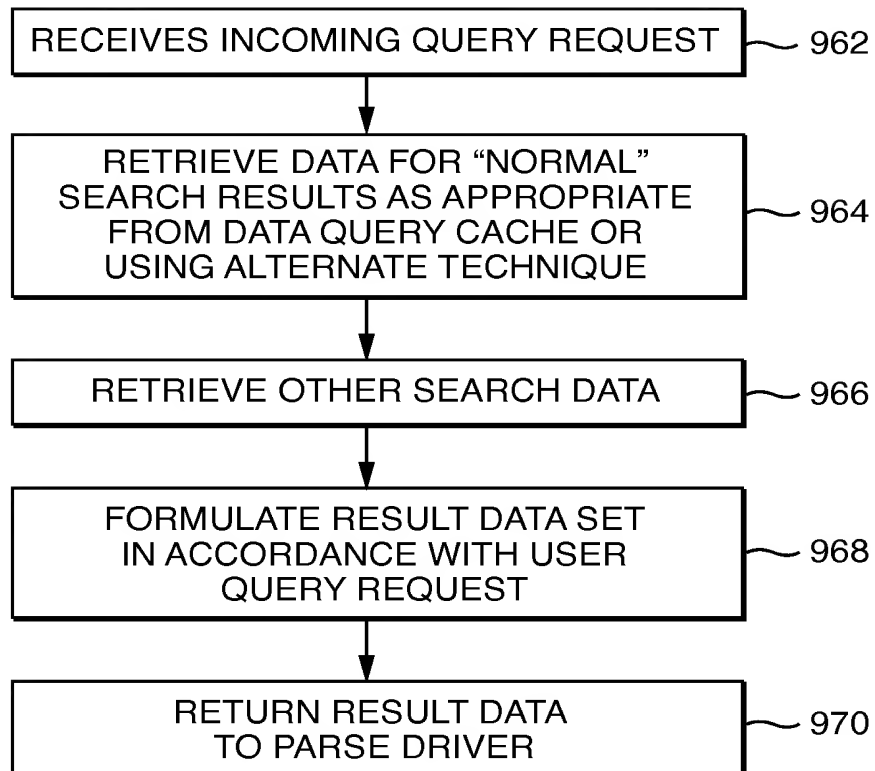


FIG. 30

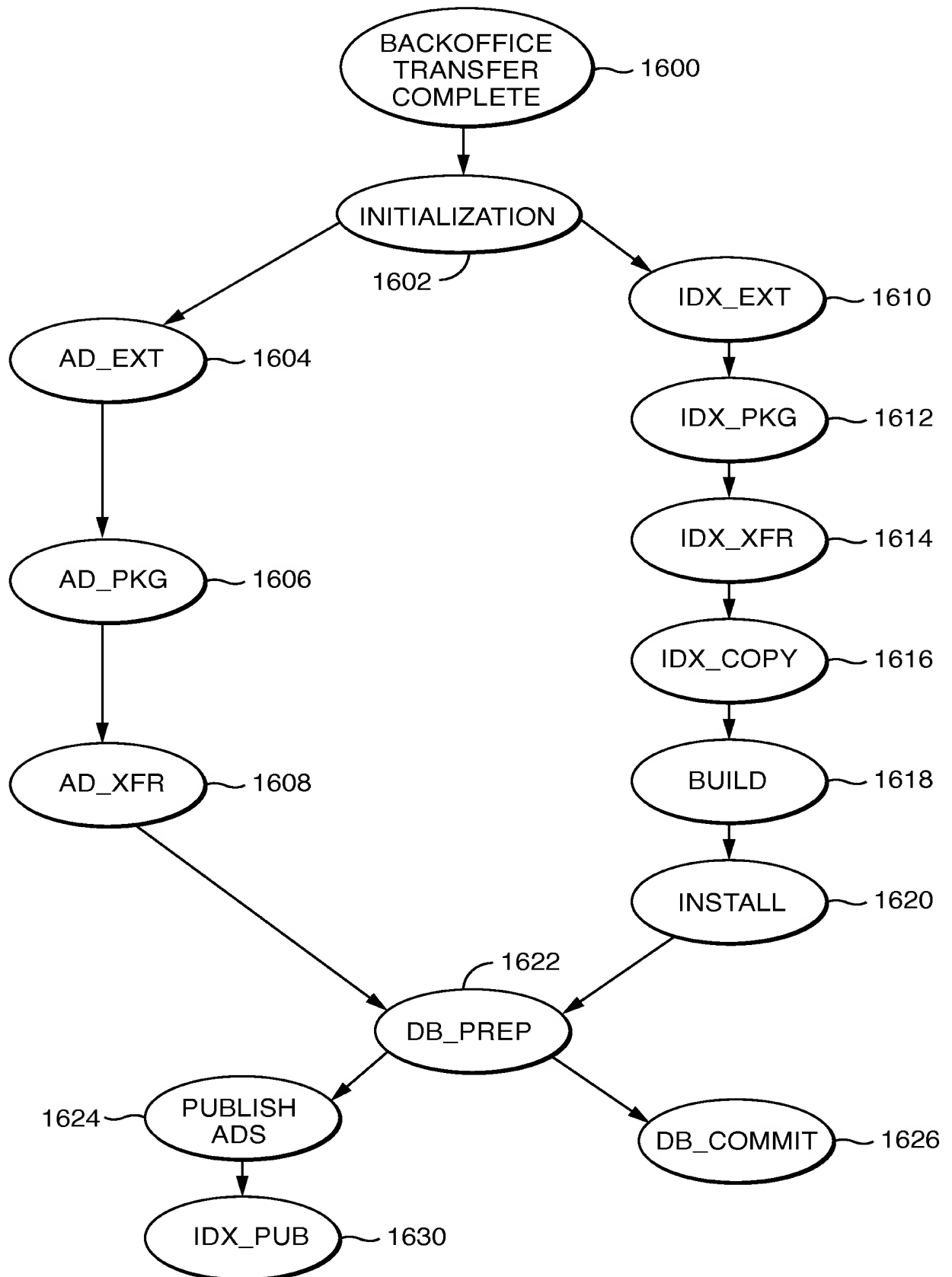


FIG. 31

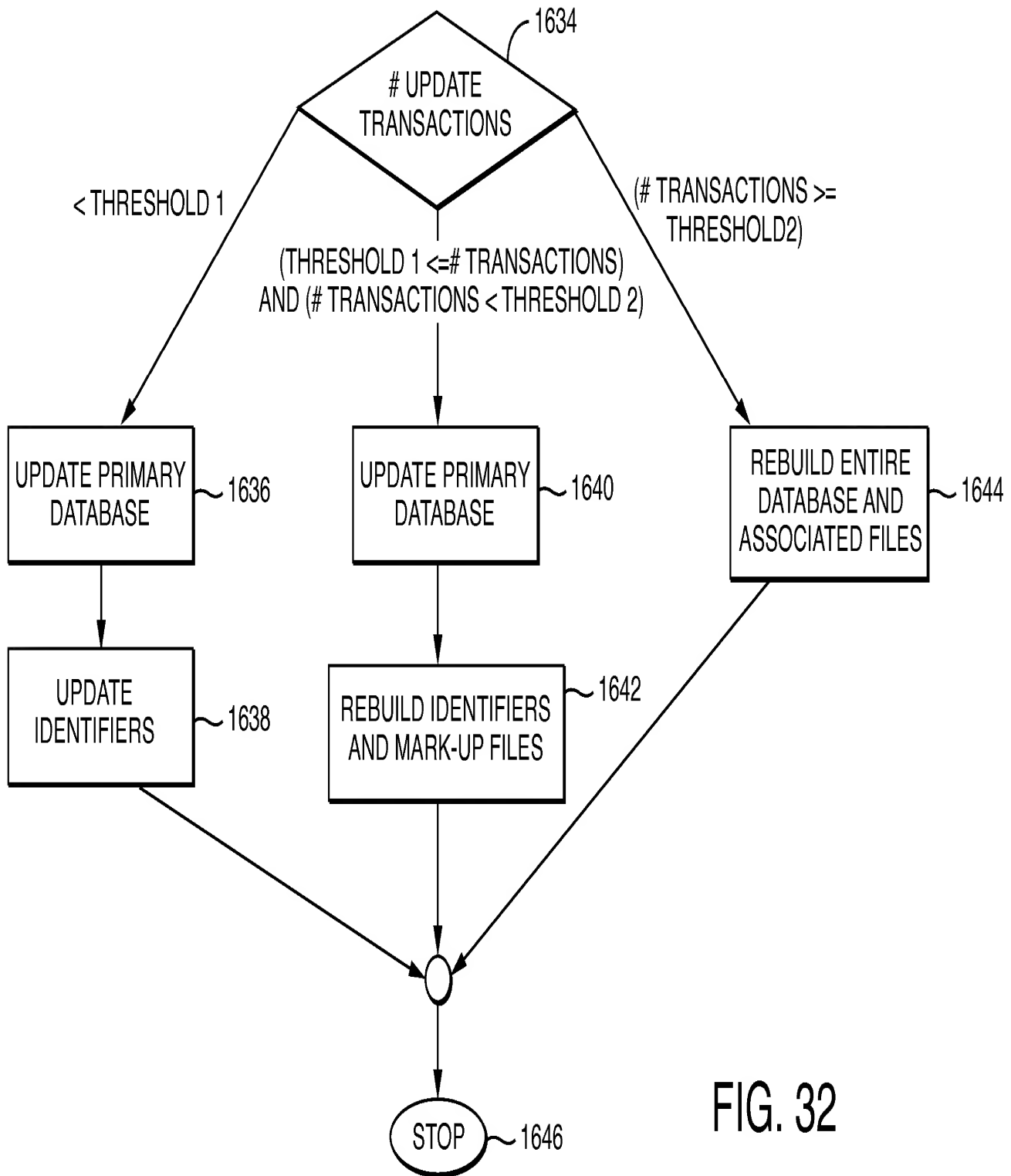
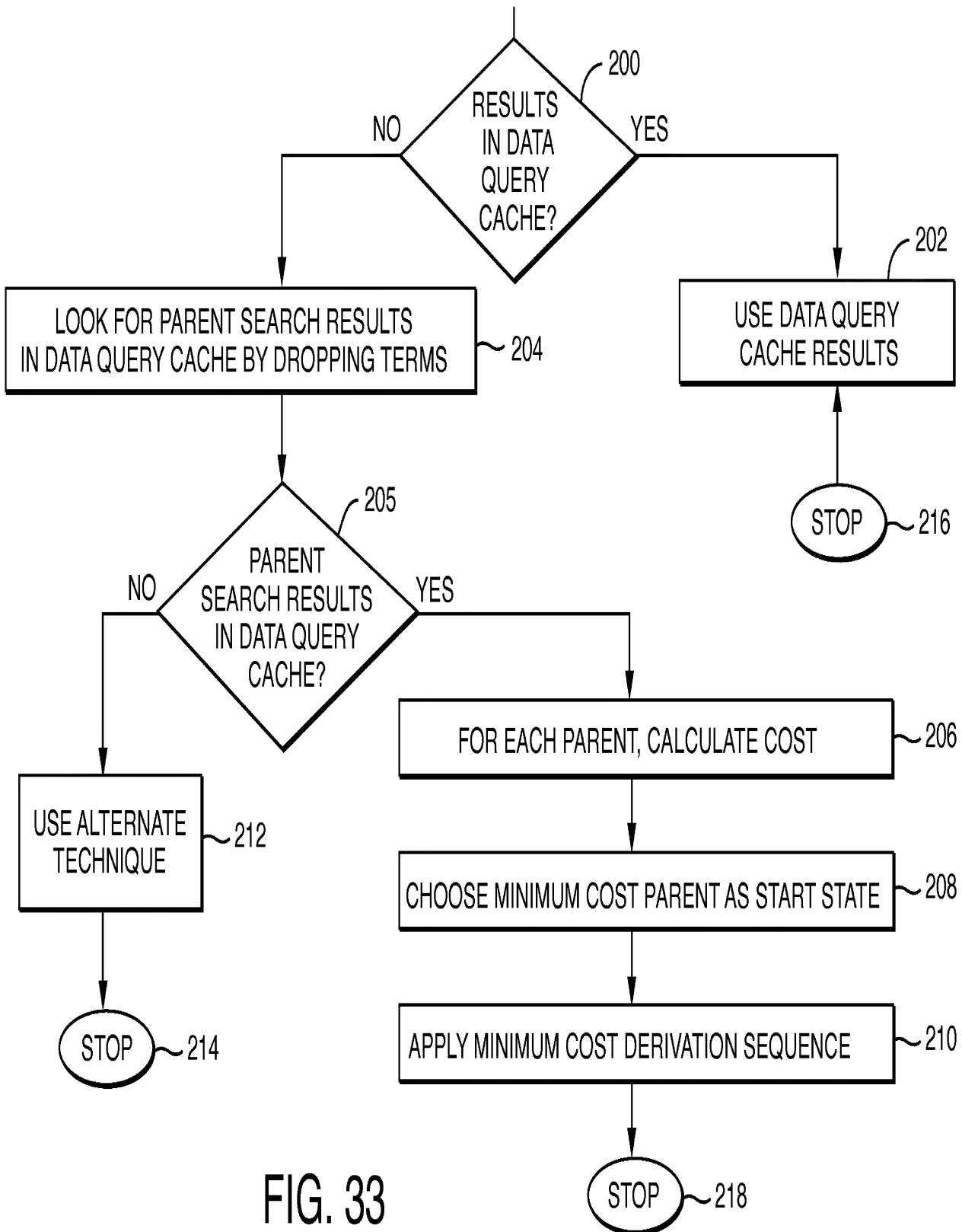


FIG. 32



"MA" AND "RESTAURANTS"
AND "FLOWERSHOPS"

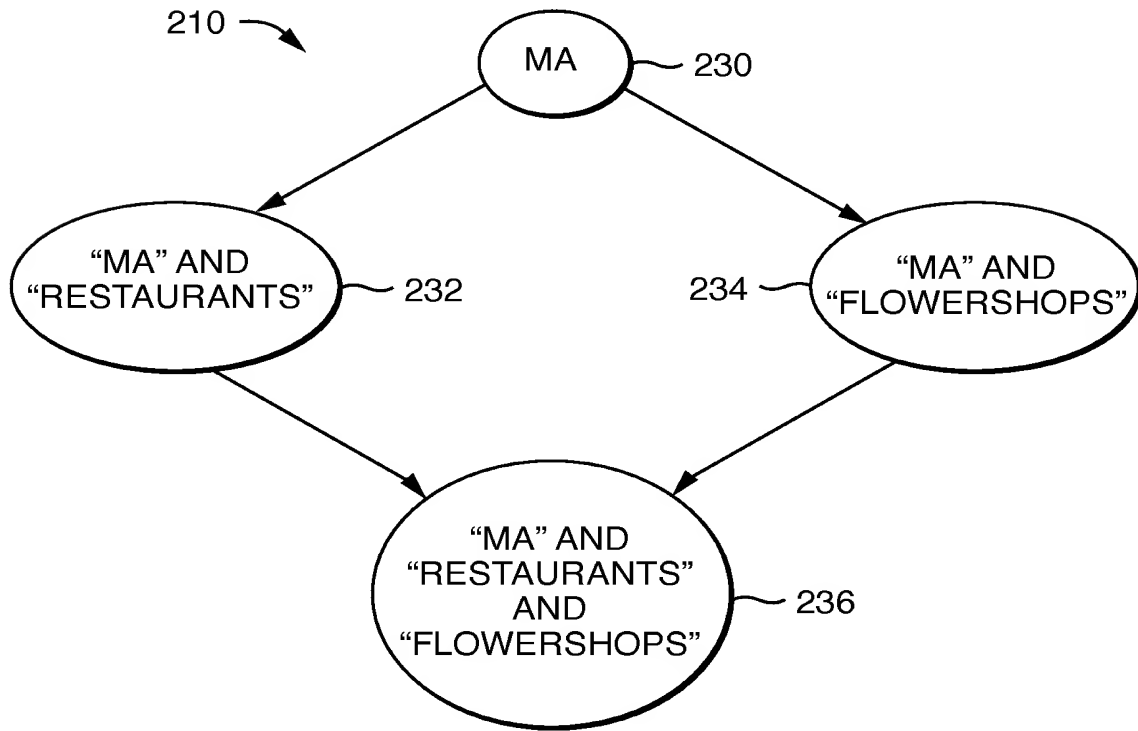


FIG. 34

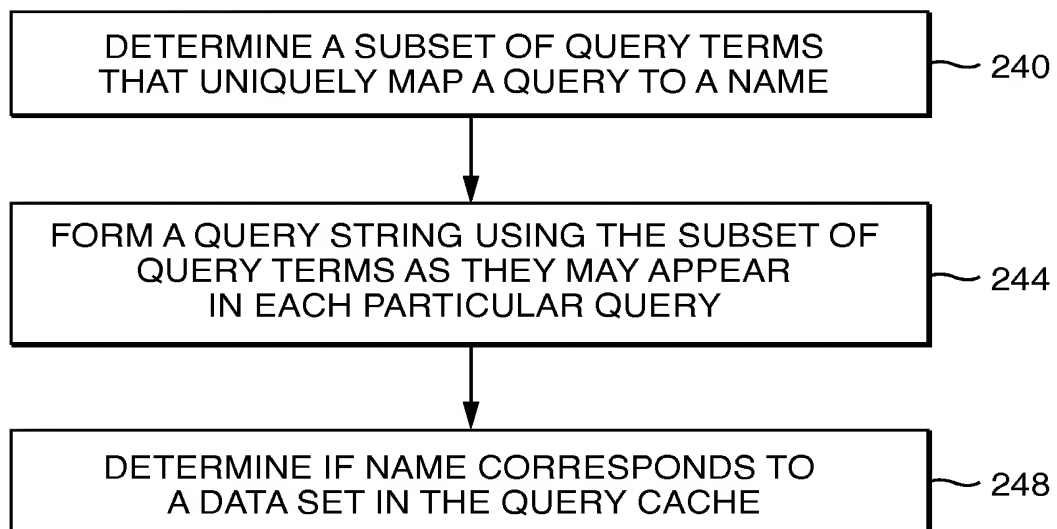



FIG. 35

250 

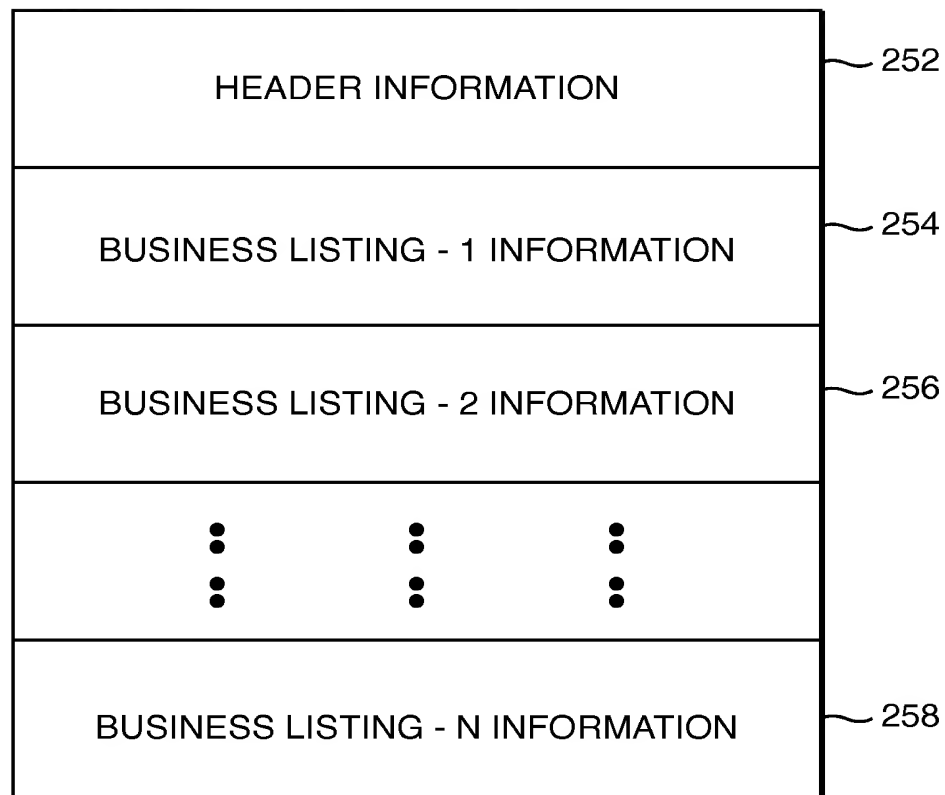


FIG. 36

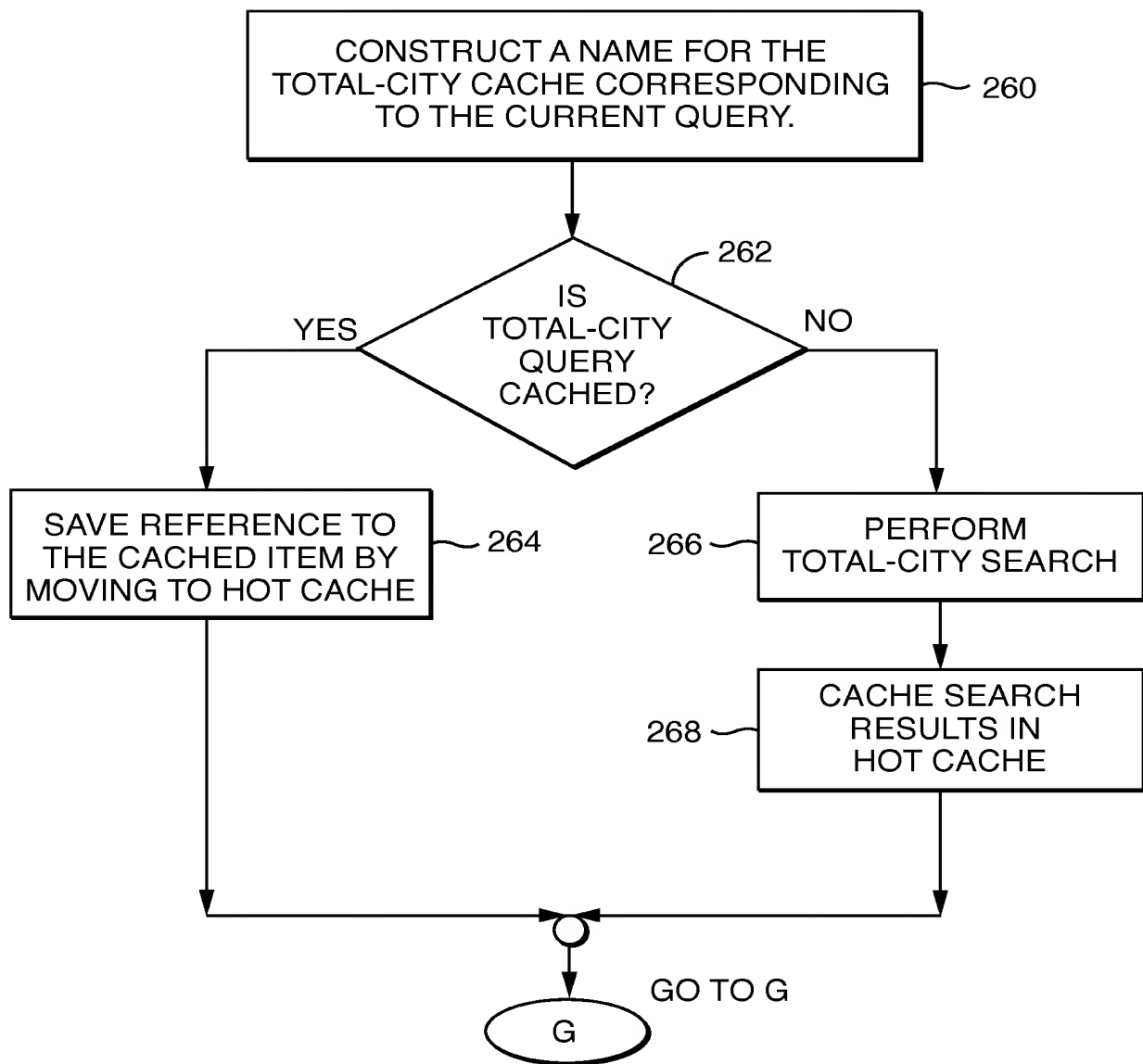


FIG. 37

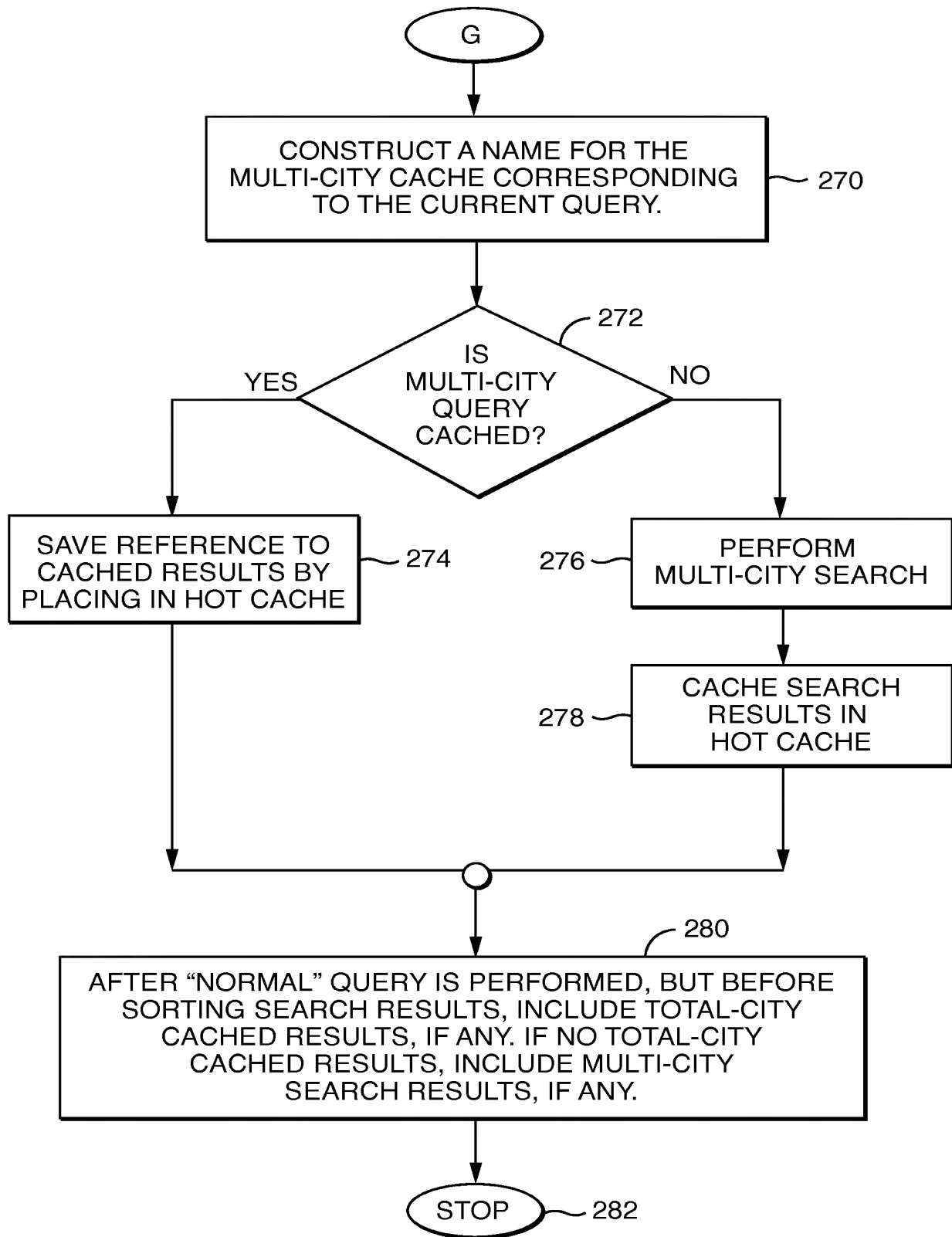


FIG. 38

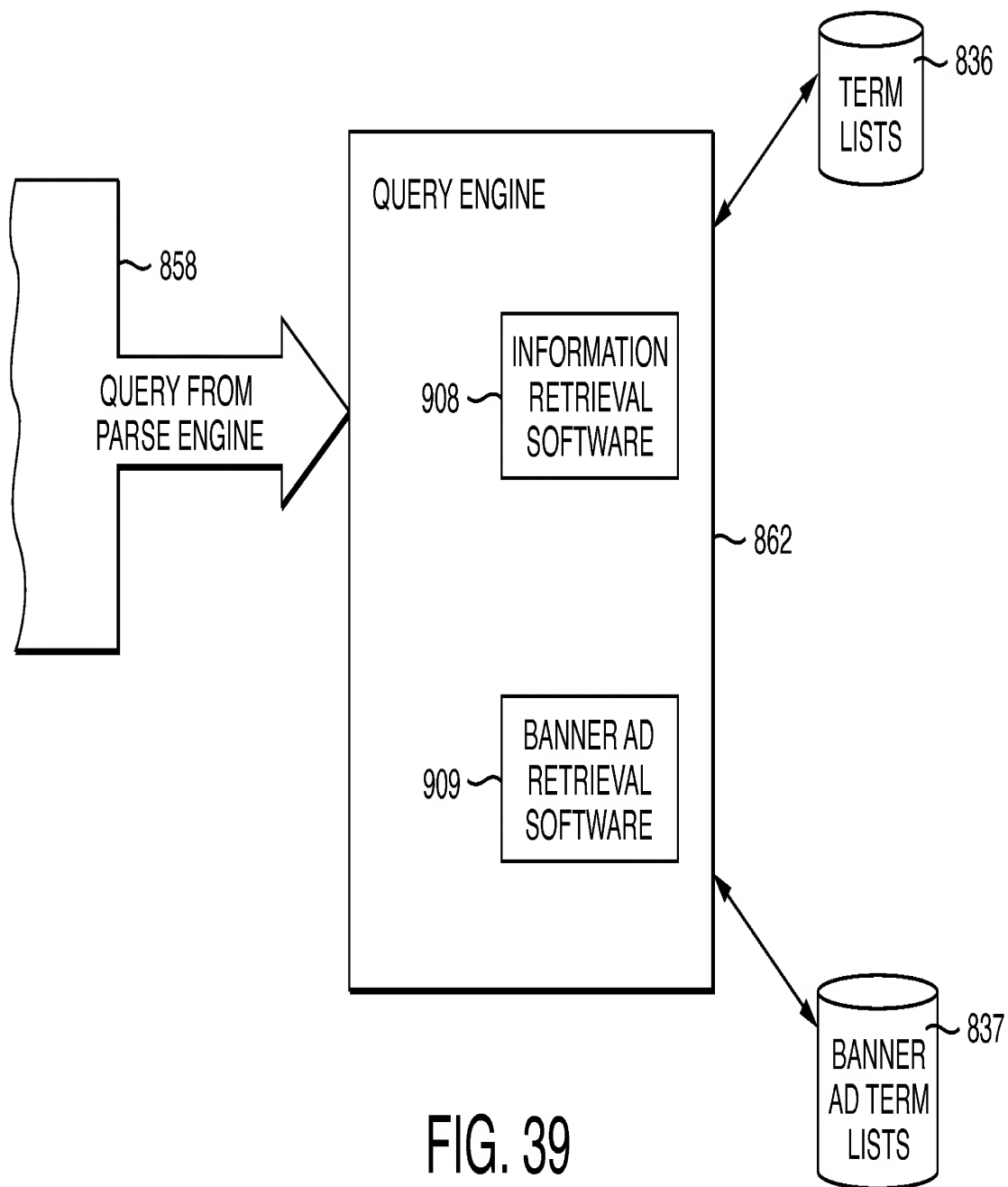


FIG. 39

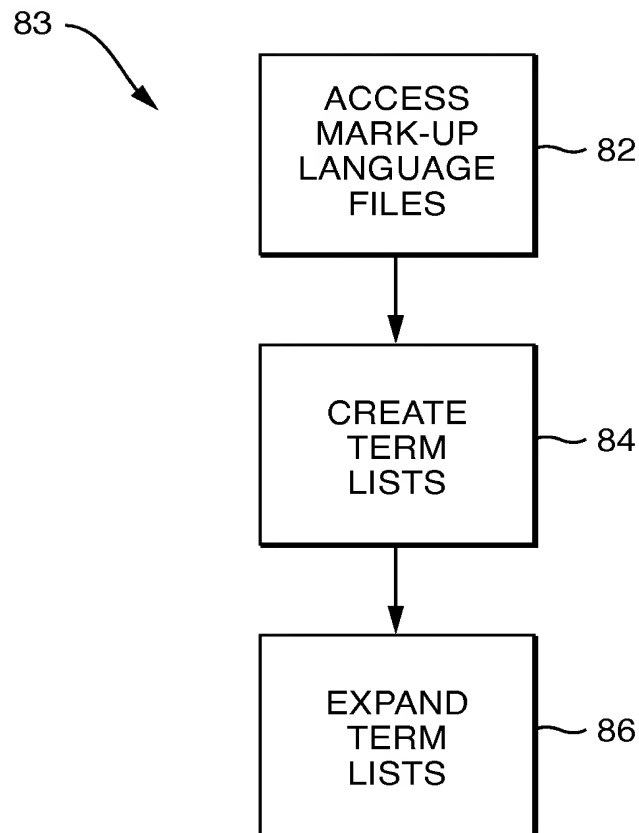


FIG. 40

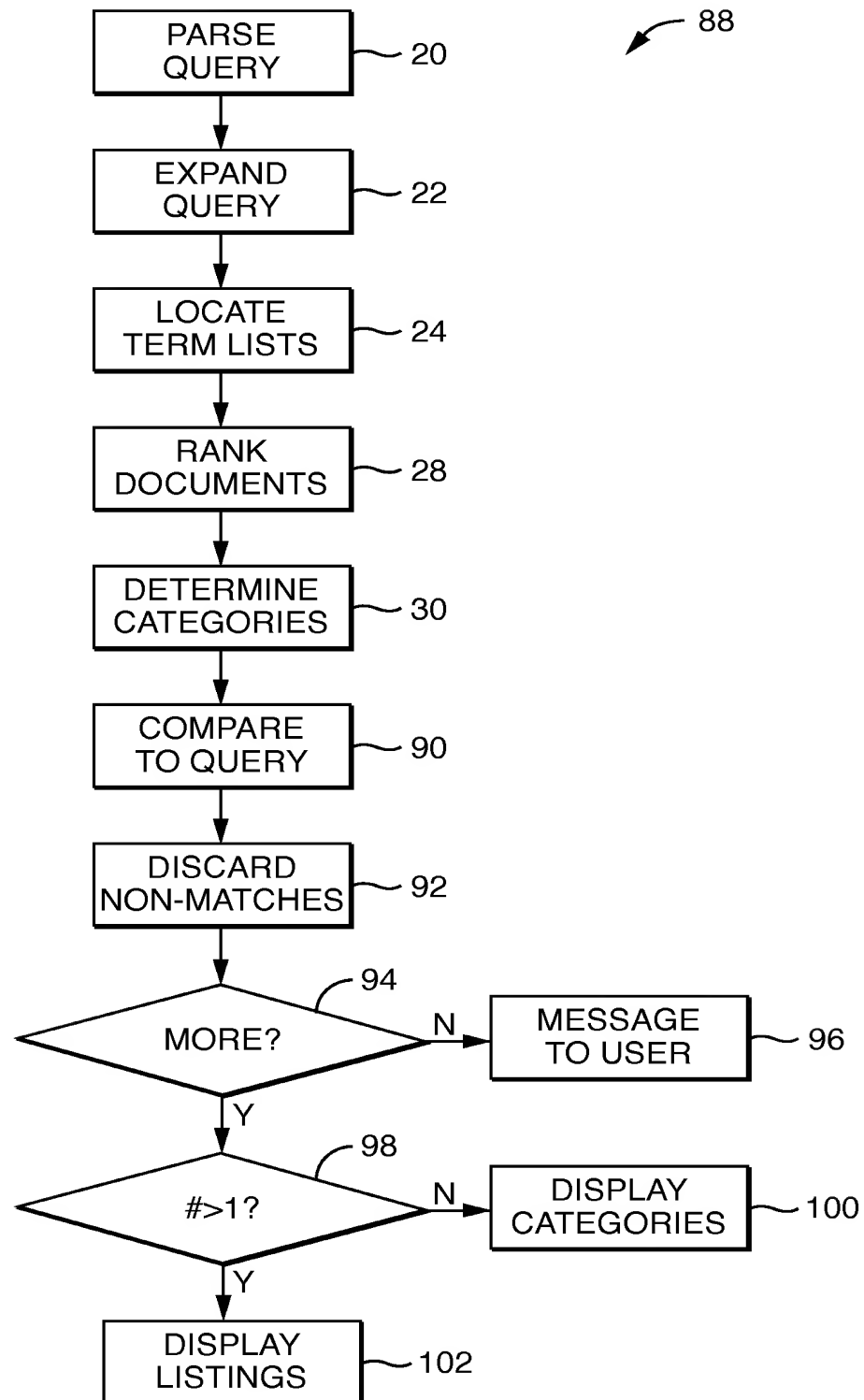


FIG. 41

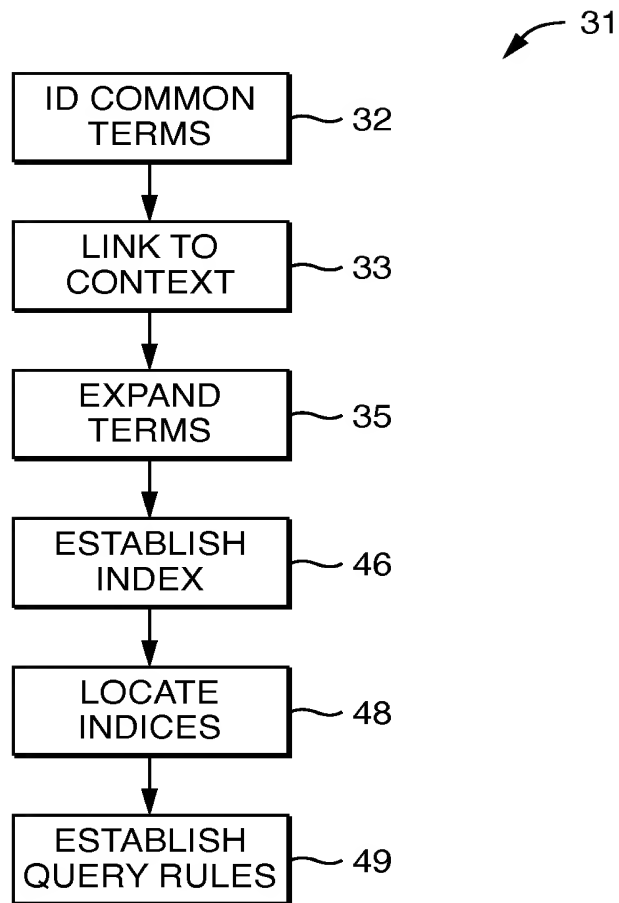



FIG. 42

 Shopping's right this way.™		CLICK HERE TO FIND YOUR NEAREST AGENT PLEASE VISIT AUTO
GTE'S YELLOW PAGES		MORE TOOLS
<div> <div>1</div> <div>ENTER CATEGORY (TOP CATEGORIES)</div> <div>ART SUPPLIES</div> <div>BUSINESS NAME (E.G., GTE)</div> <div>OR</div> <div>2</div> <div>ENTER CITY (OPTIONAL)</div> <div>STATE (REQUIRED)</div> <div>CHOOSE A STATE</div> <div>3</div> <div>FIND IT</div> <div>SEARCH TIPS</div> <div>MORE SEARCH OPTIONS:</div> <div>DETAILED SEARCH</div> <div>SEARCH BY DISTANCE</div> <div>SEARCH IN CANADA</div> </div>	<div> <div>SHOP ONLINE</div> <div>Consumer Guide®</div> <div>ADVERTISE WITH US</div> <div>WEB SITE SEARCH</div> <div>CITY LINK</div> <div>CLASSIFIED ADS</div> <div>INTERNET ACCESS</div> <div>BIRTHDAY? VACATION? ANNIVERSARY? OR JUST BECAUSE?</div> <div>LOOKING FOR A REASON TO DO A LITTLE SHOPPING?</div> <div>CLICK HERE TO GET STARTED</div> <div>REACH ACTIVE ONLINE SHOPPERS</div> <div>SuperPages USERS ARE 53% MORE LIKELY TO SHOP ONLINE THAN THE AVERAGE INTERNET USER. SEE OUR MEDIA KIT OR SMALL BUSINESS SERVICES</div> </div>	
<div> <div>Intel® 500MHz Pentium III</div> <div>64MB, 100MHz SDRAM, 6.4GB Hard Disk Drive</div> <div>15" Monitor, 56K Modem, CD-ROM, Windows 98</div> </div>		<div> <div>Just! Arrived!</div> <div>wholesale.com</div> <div>MARCH CALENDAR</div> <div>FREE POSTCARDS</div> </div>
PLEASE VISIT OUR SPONSOR		
HOME HELP ABOUT SITE MAP PRIVACY POLICY ADD OR CHANGE YOUR LISTING ADVERTISING INFO PURCHASE ADS ONLINE LINK TO US SHOP ONLINE Consumer Guide® YELLOW PAGES WEB SITE SEARCH CLASSIFIED ADS CITY LINK INTERNET ACCESS		
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Title: TARGETED BANNER ADVERTISEMENTS
 App. No.: 09/282,764, Atty. Docket No.: 99-808
 Contact Name: Joe Palmieri (908) 559-5607
 "Replacement Sheet"
 40/61

FIG. 43

 CLICK HERE TO ADVERTISE	 SHOP ONLINE	 Consumer Guide®	 YELLOW PAGES	 WEB SITE SEARCH	 CLASSIFIED ADS	 CITY LINK
	    	PARKING IS LIMITED AT OUR SHOPPING CENTER				

[HOME](#) → [DISTANCE SEARCH](#) → [CATEGORIES](#)

MATCHING CATEGORIES 261 LISTINGS IN 8 CATEGORIES
[HELP](#)

VIEW BUSINESSES RELATED TO "ART SUPPLIES":

- [ART GOODS \(11\)](#)
- [ART SUPPLIES \(1\)](#)
- [ARTISTS MATERIALS & SUPPLIES \(105\)](#)
- [ARTS & CRAFTS \(6\)](#)
- [ARTS & CRAFTS - RETAIL \(3\)](#)
- [CRAFT SUPPLIES \(30\)](#)
- [CRAFT SUPPLIES - RETAIL \(103\)](#)
- [HANDICRAFT SUPPLIES \(2\)](#)

[SHOP ONLINE FOR COMPUTERS](#)

MARCH CALENDAR 

FREE POSTCARDS

[CLICK HERE TO AVOID THE FASHION POLICE...](#)


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FIG. 44

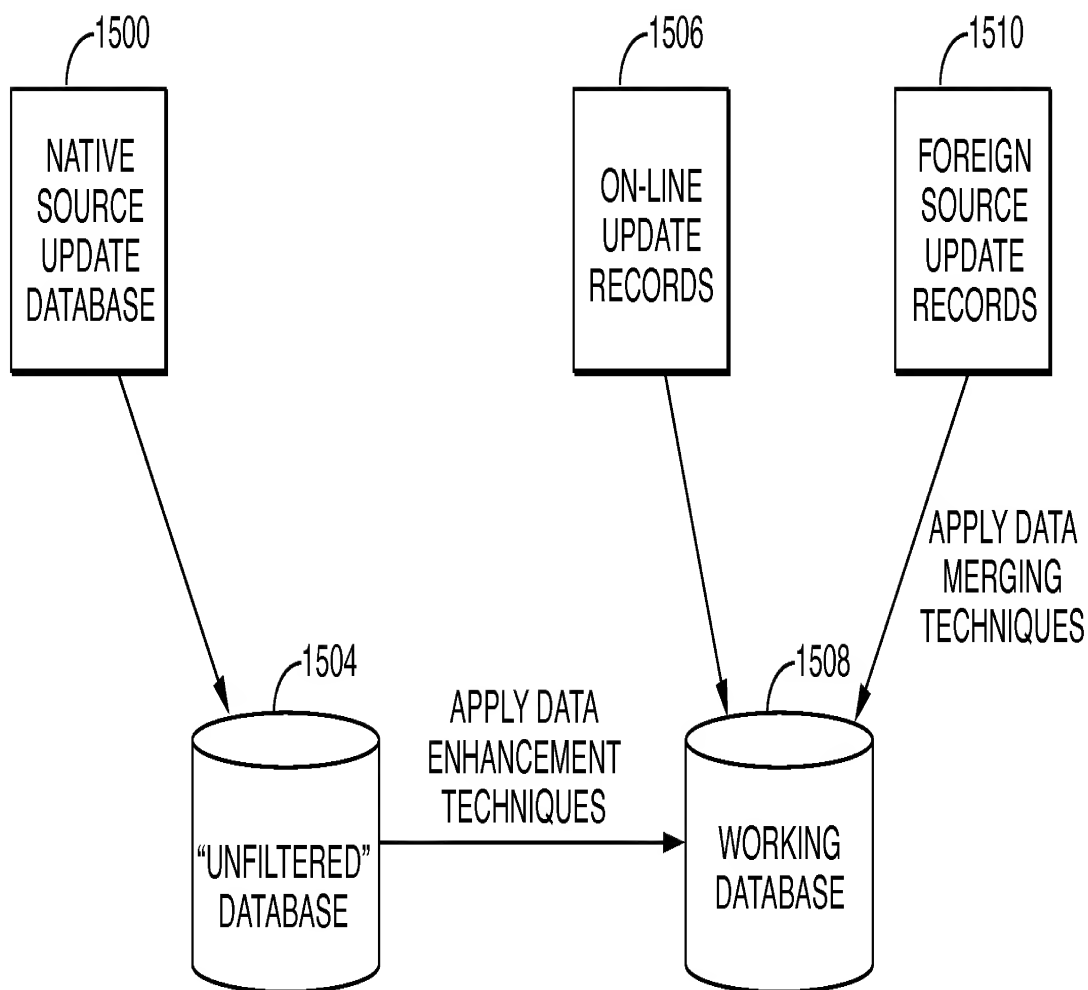


FIG. 45

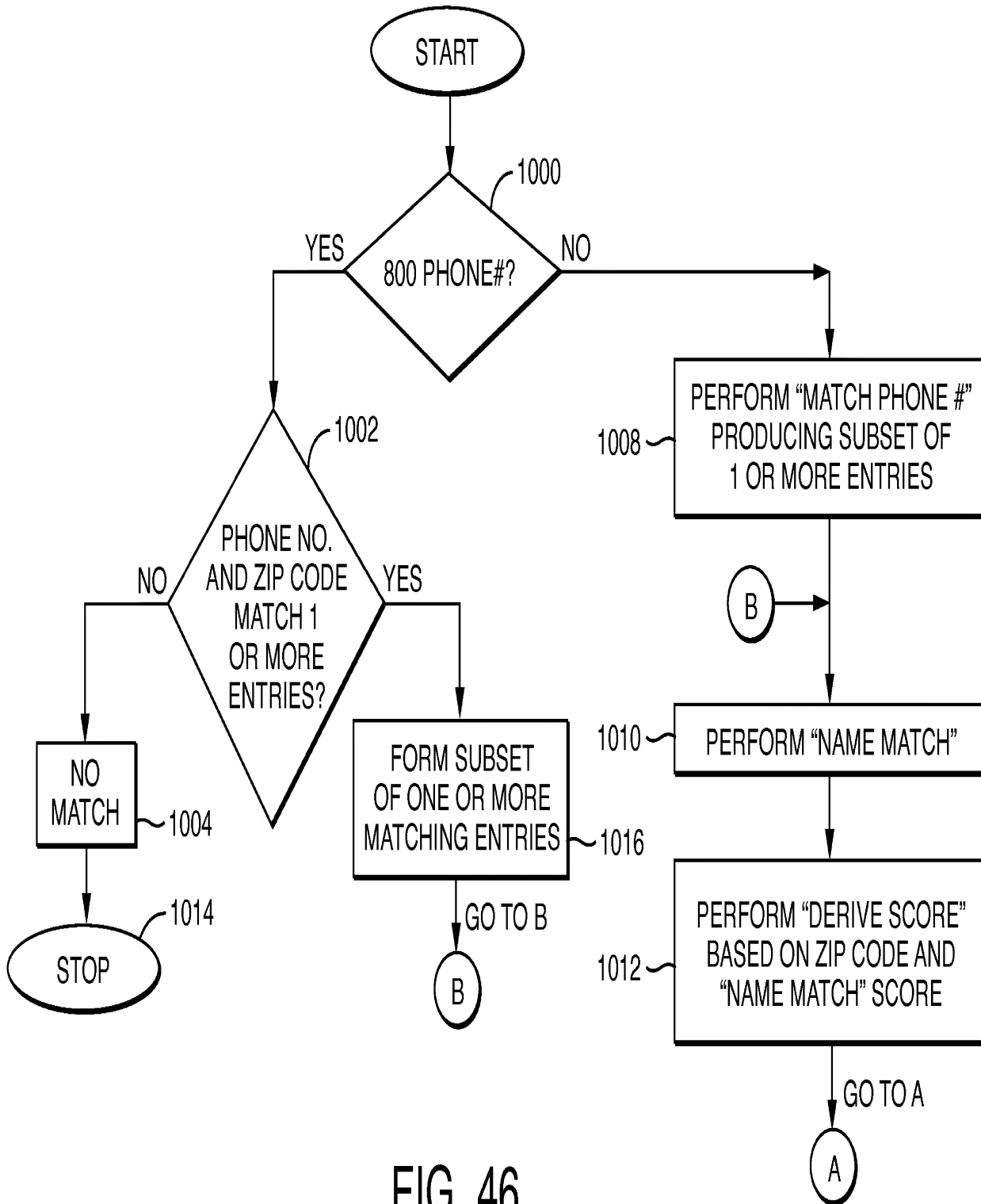


FIG. 46

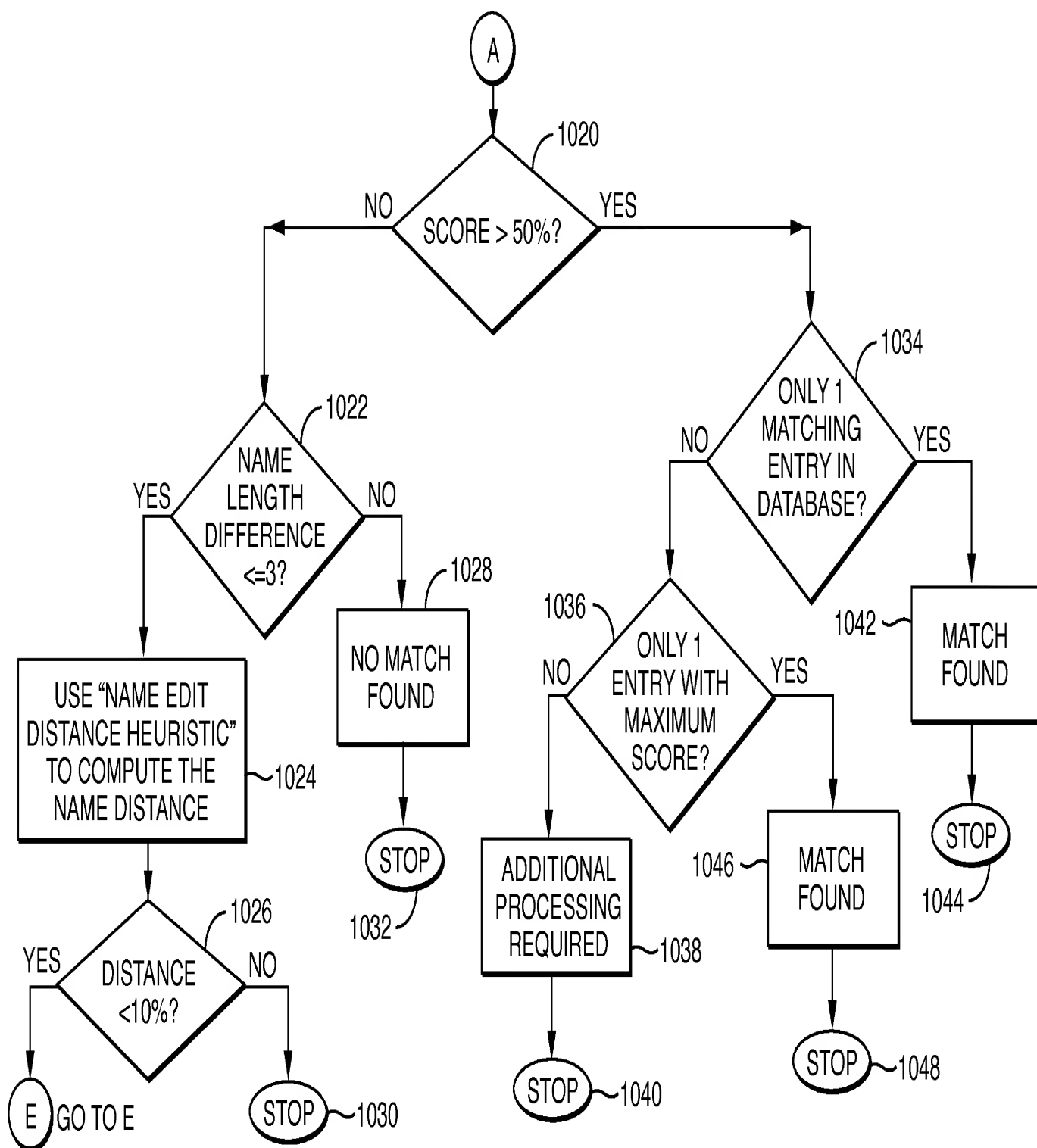


FIG. 47

"MATCH PHONE #"

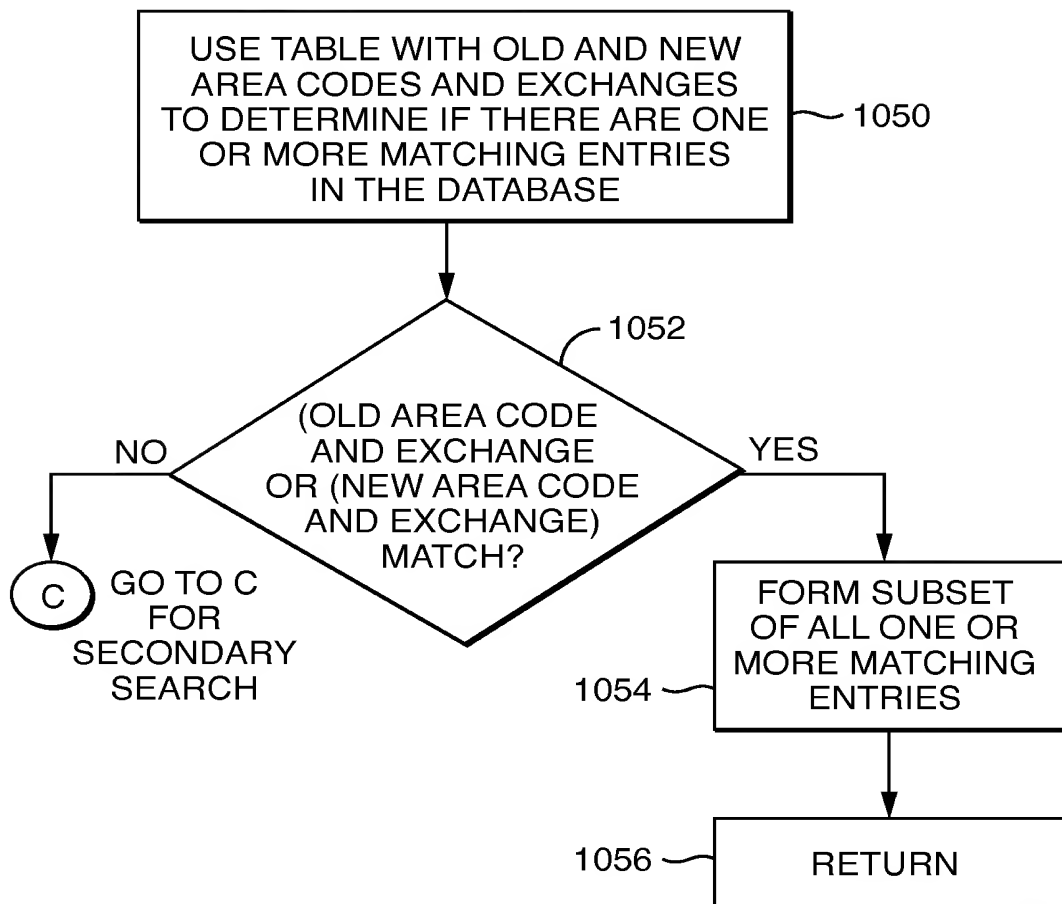


FIG. 48

"NAME MATCH"

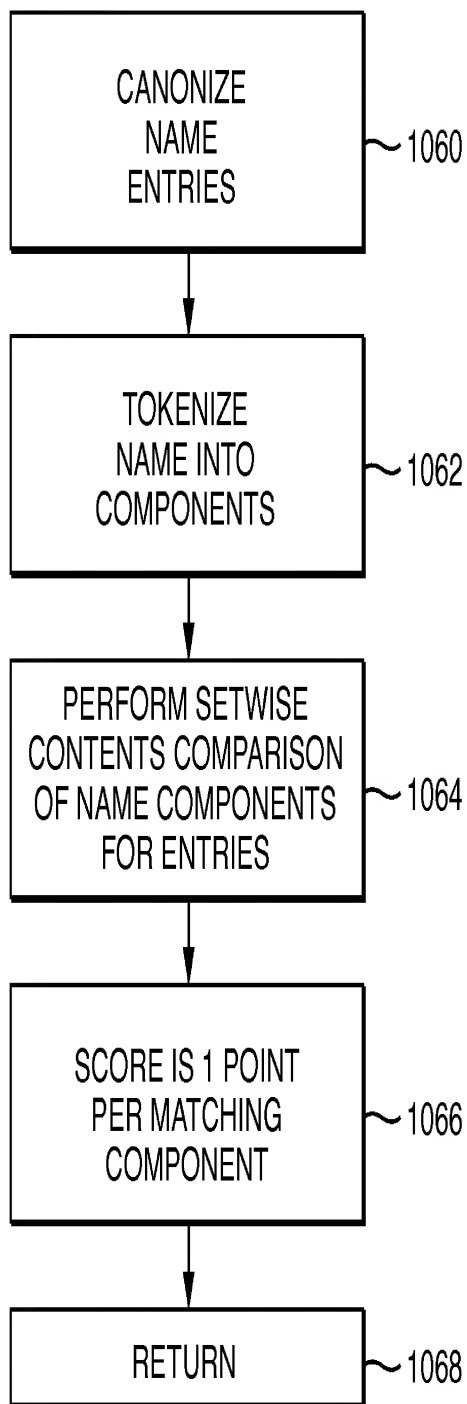


FIG. 49

"DERIVE SCORE"

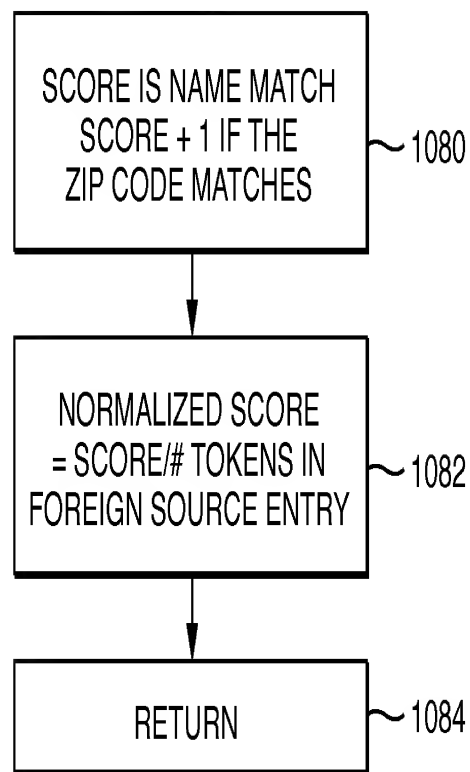
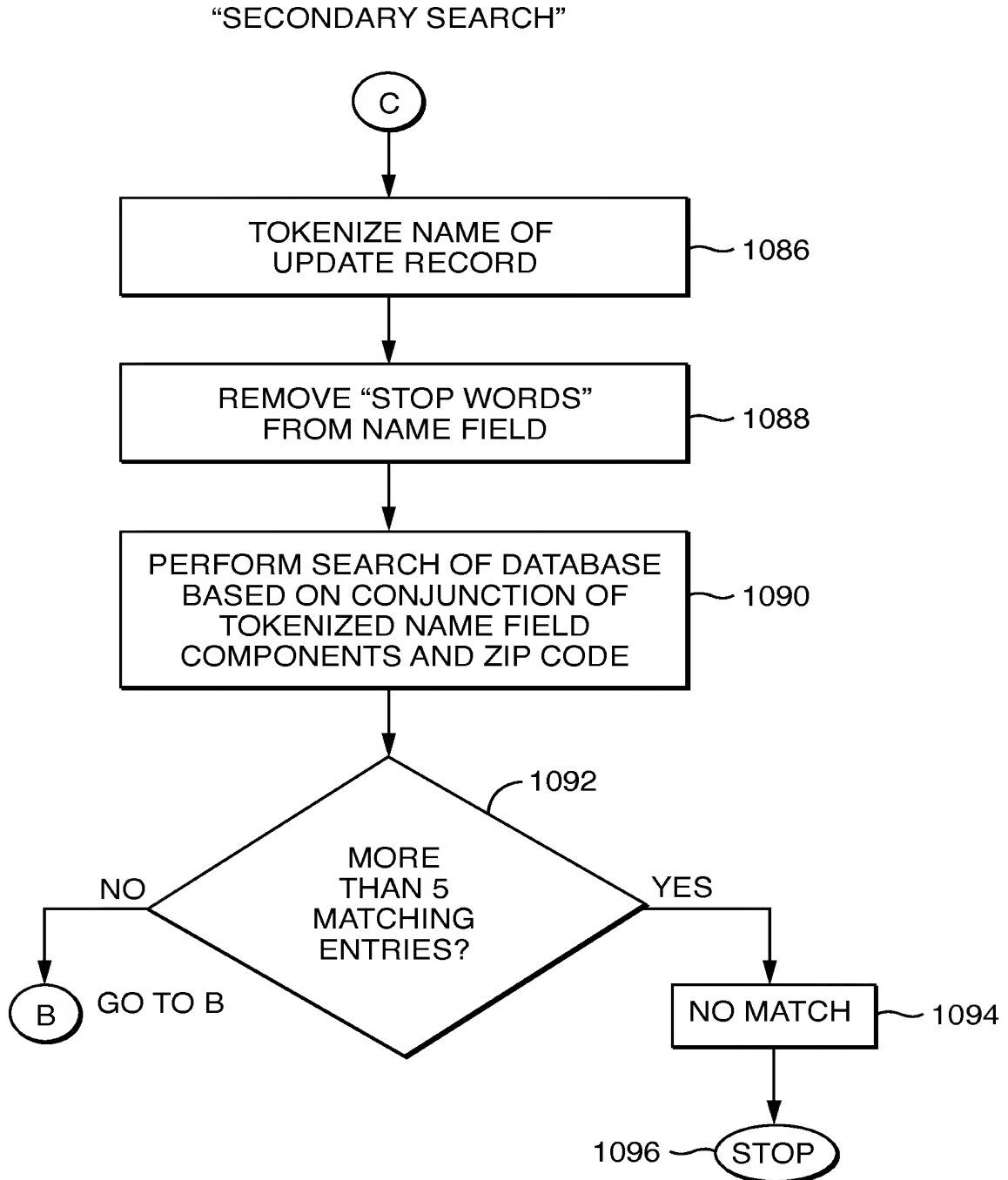


FIG. 50



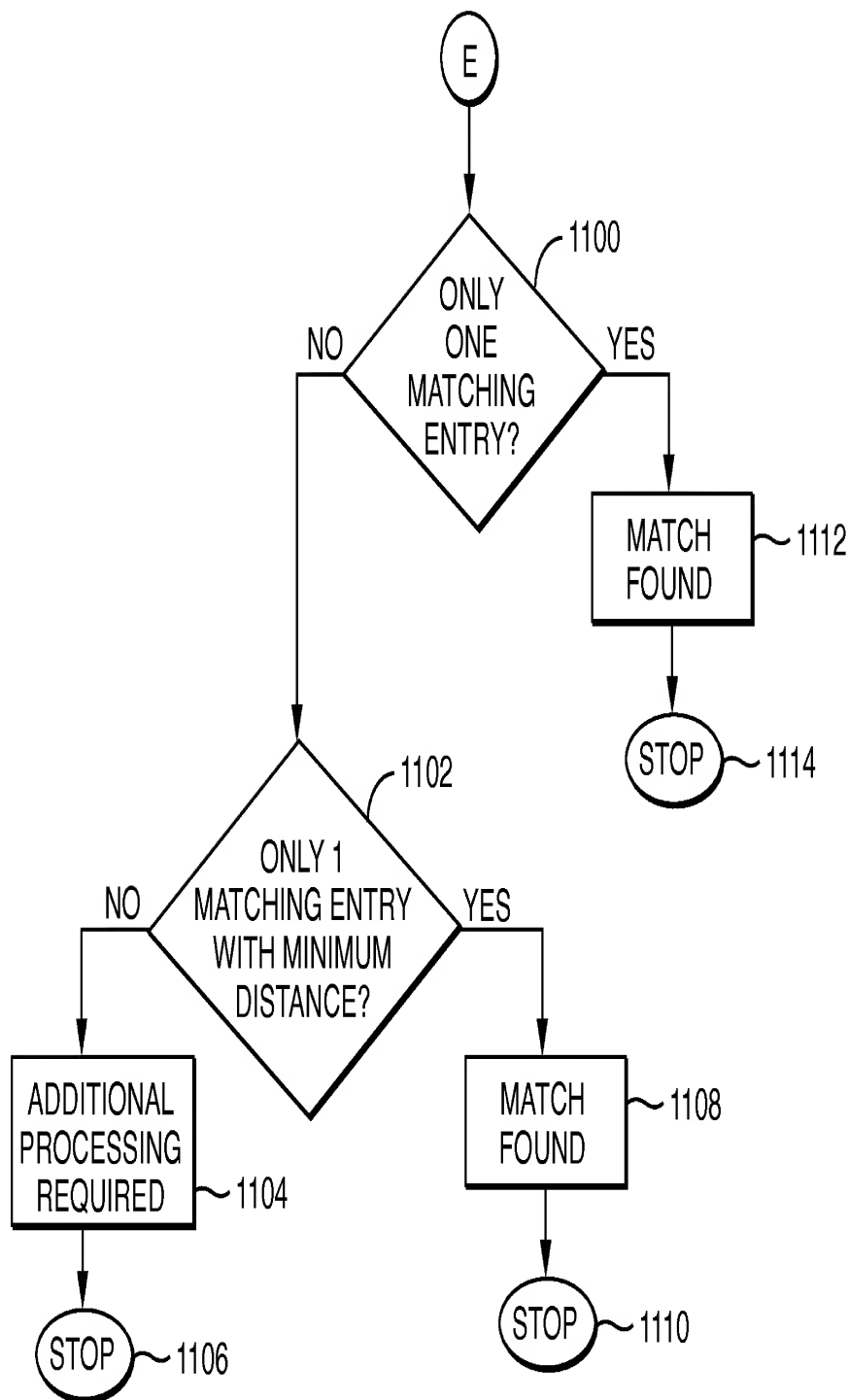


FIG. 52

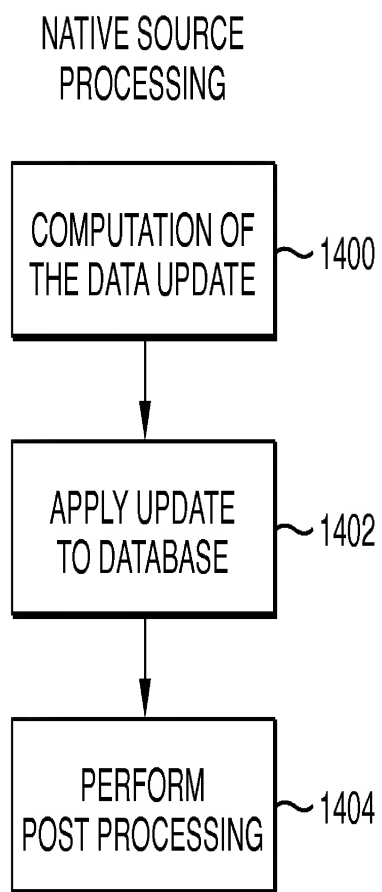


FIG. 53

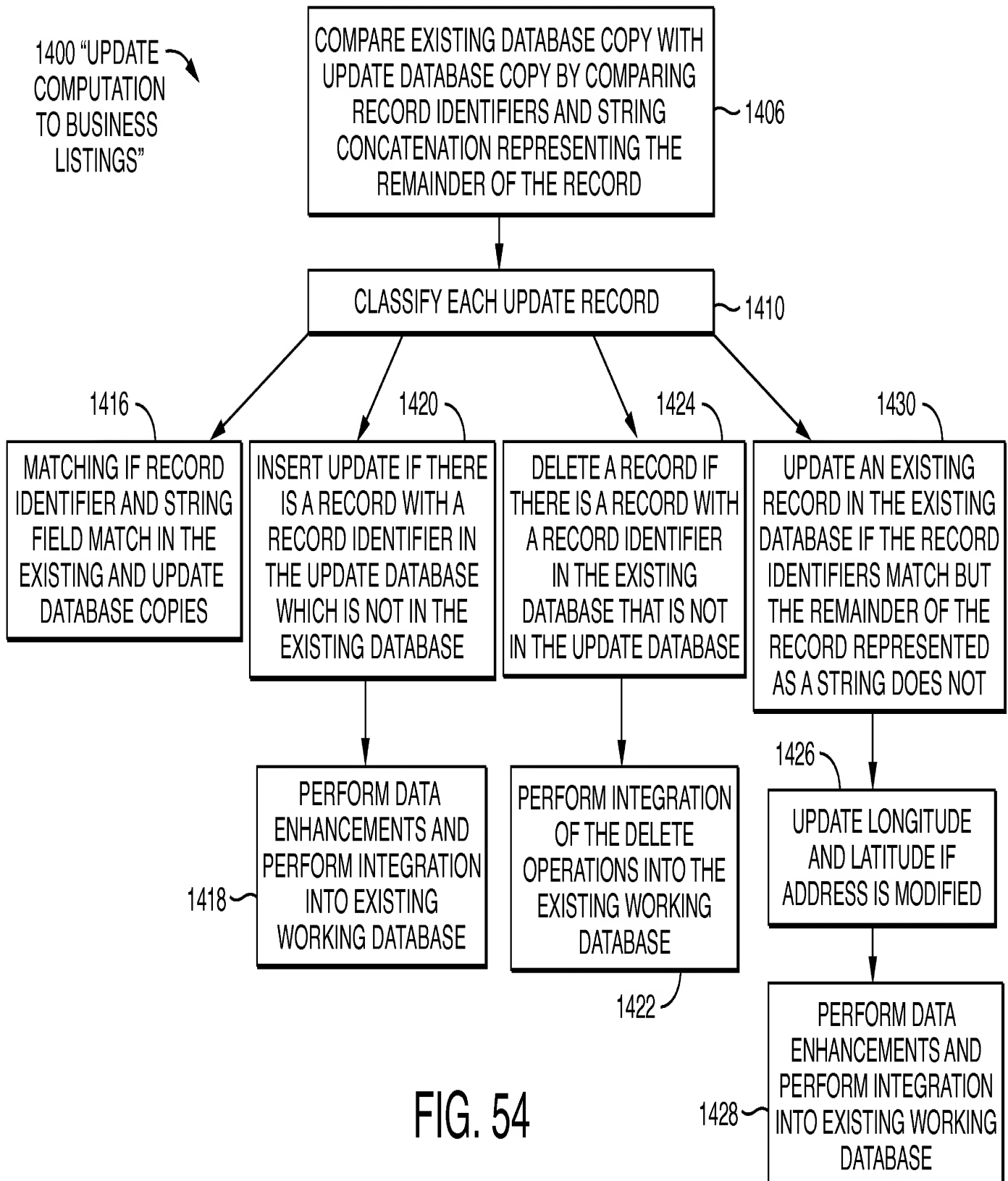


FIG. 54

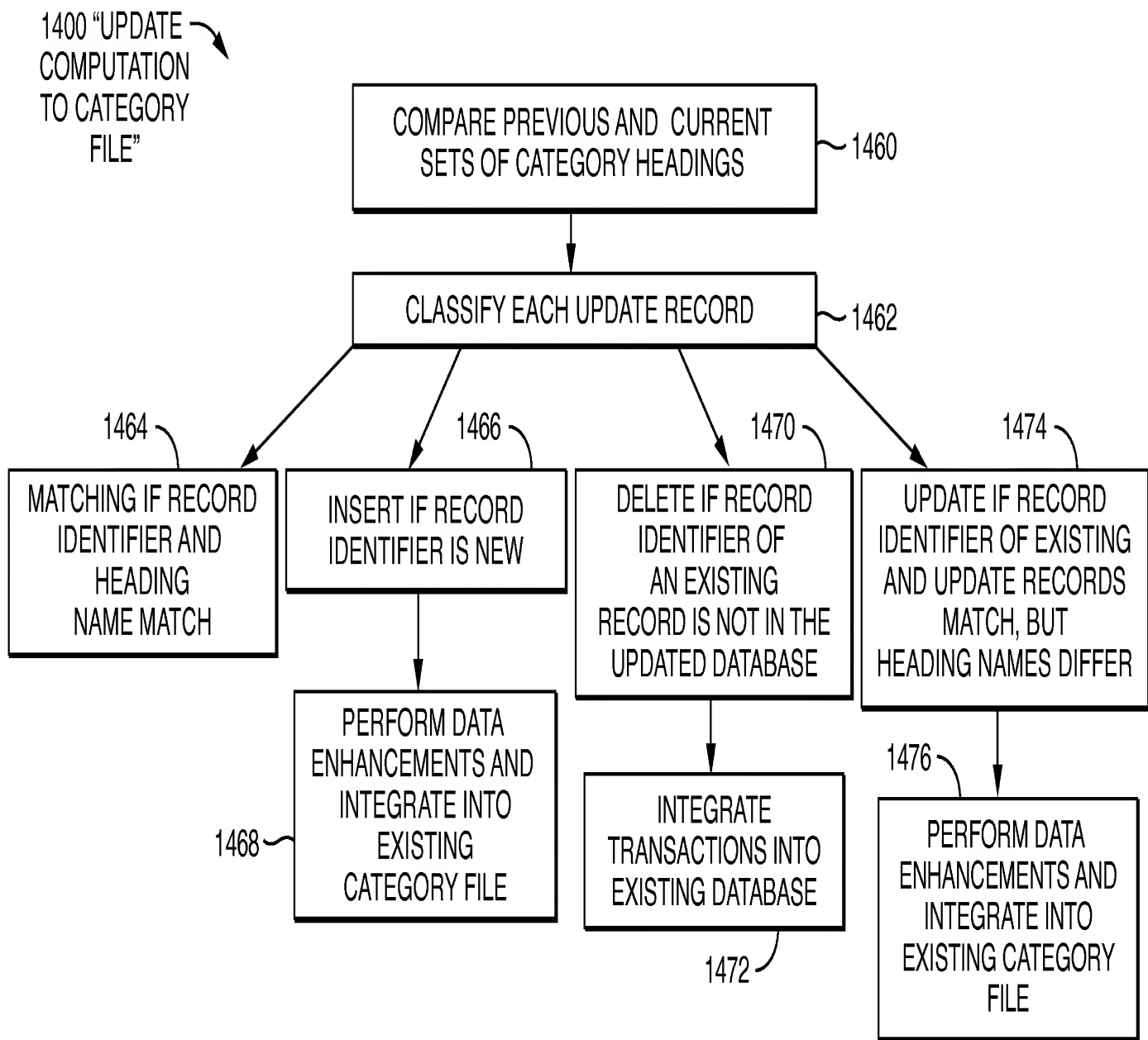


FIG. 55

POST
PROCESSING
1404

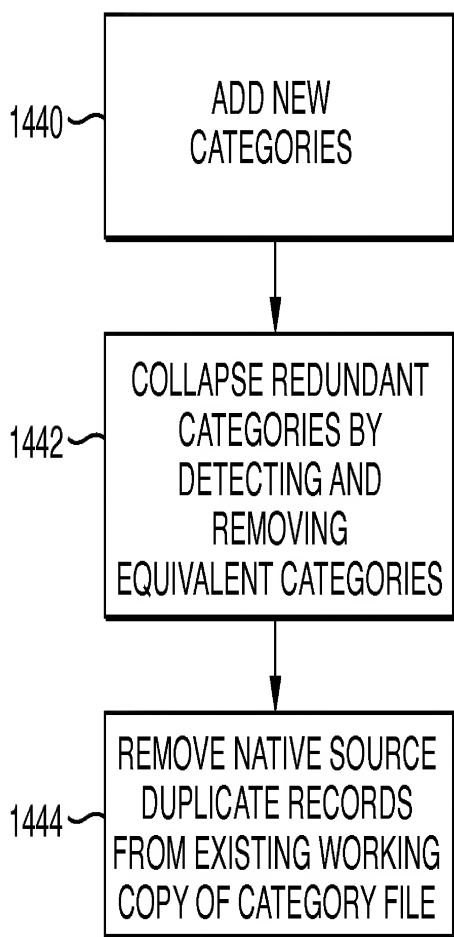


FIG. 56

1442

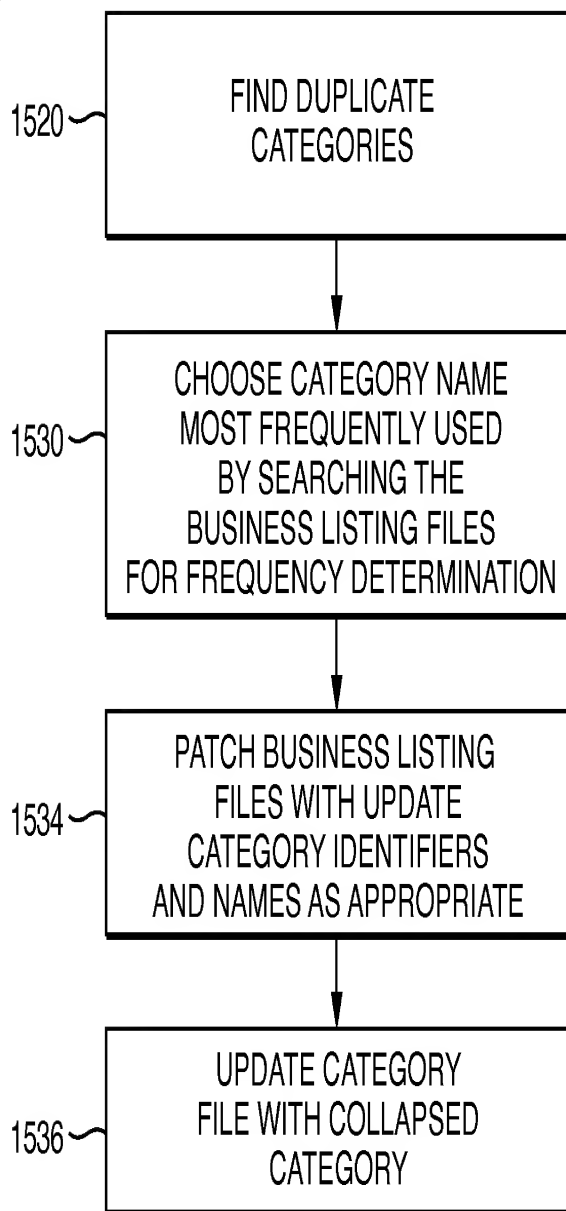
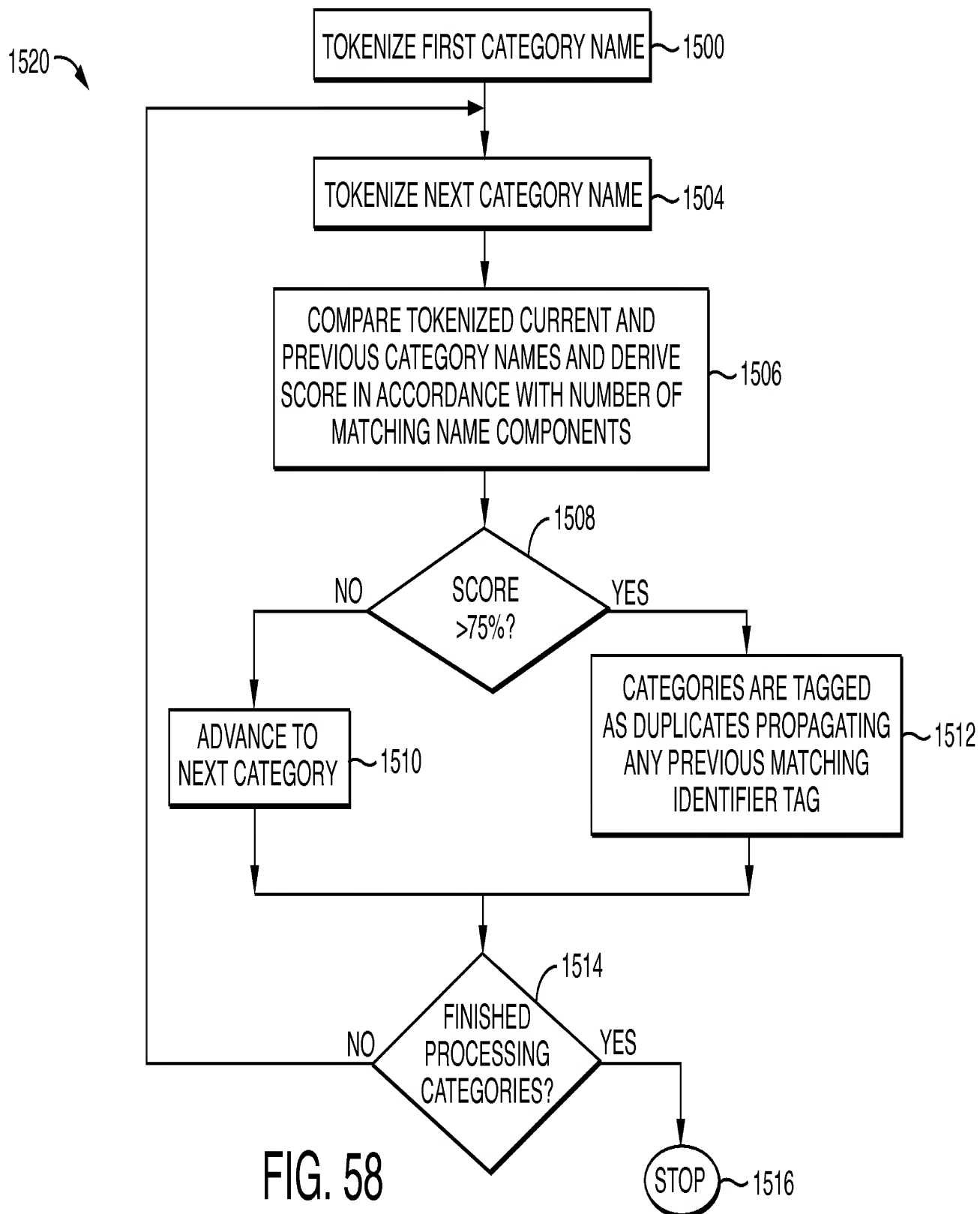


FIG. 57



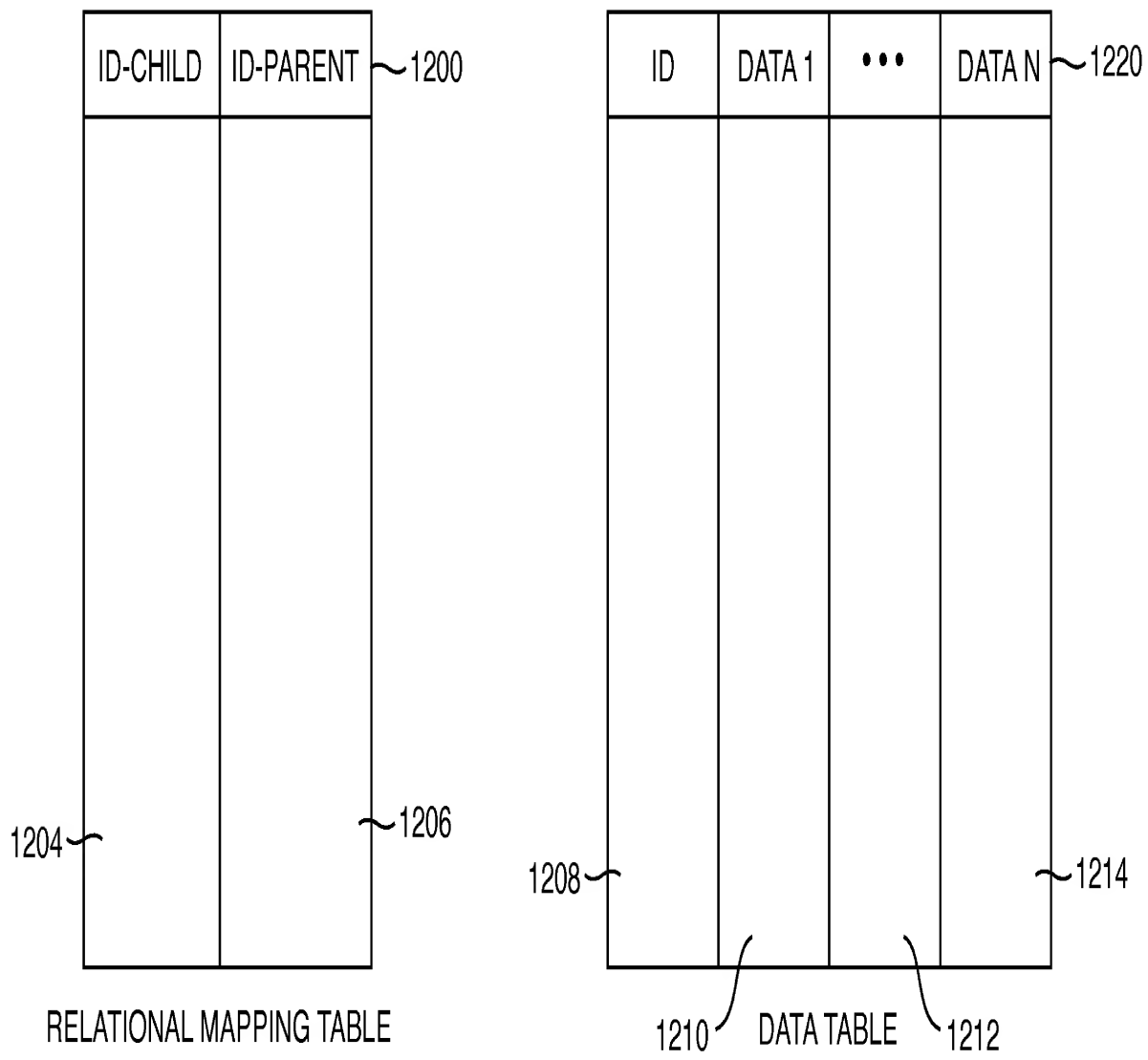


FIG. 59

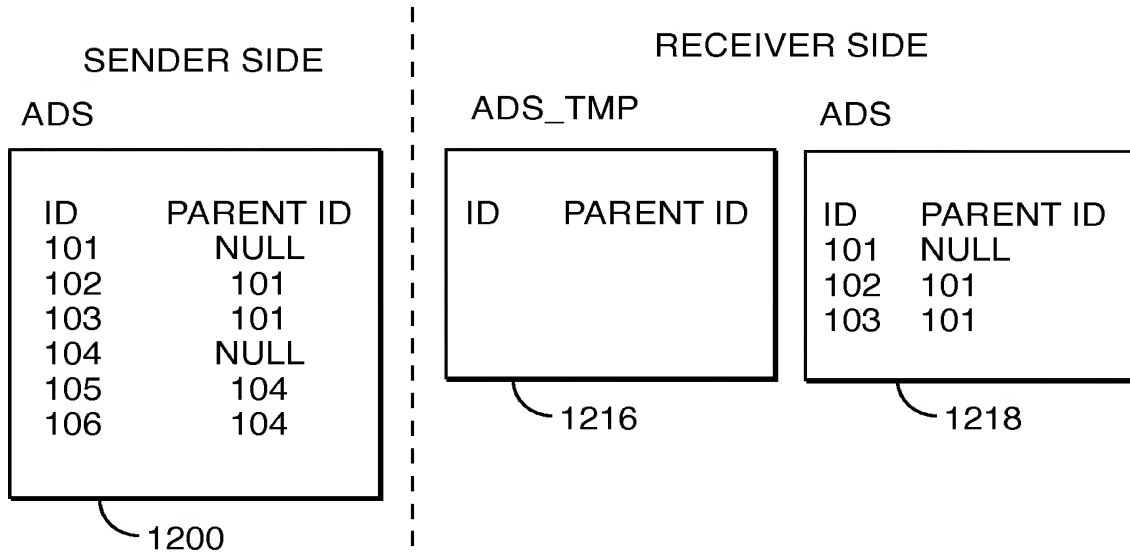


FIG. 60

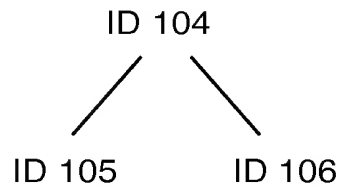


FIG. 61

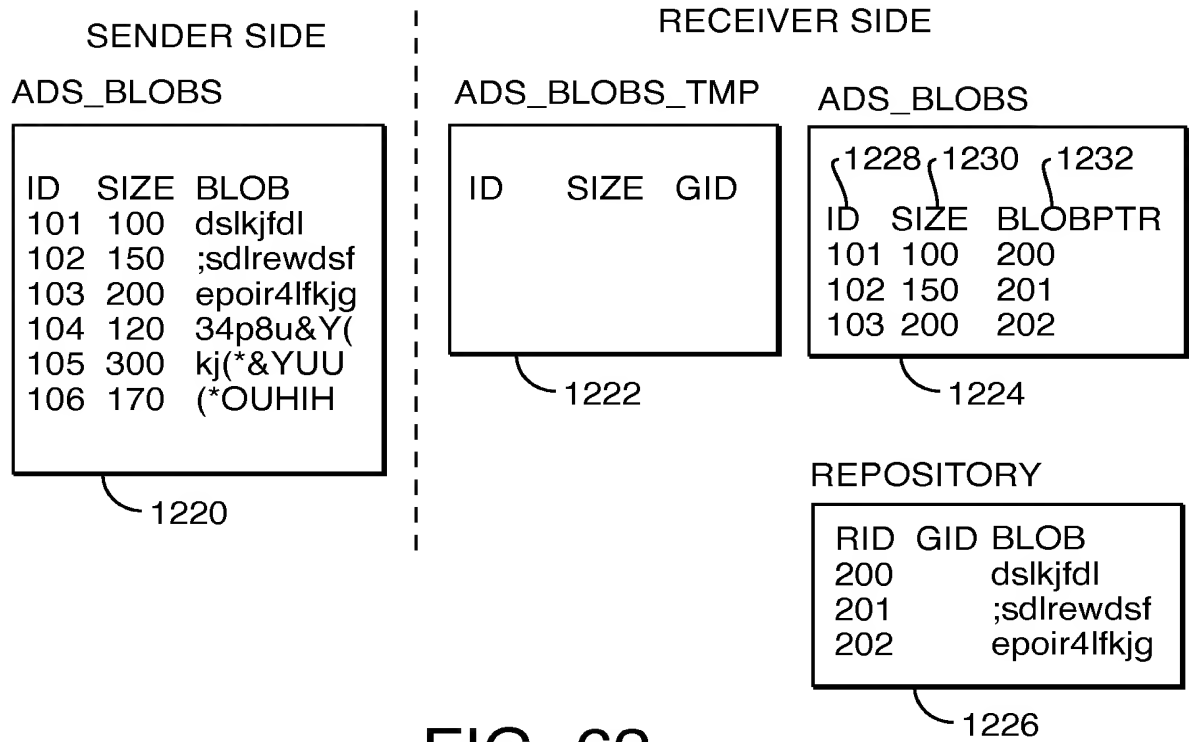


FIG. 62

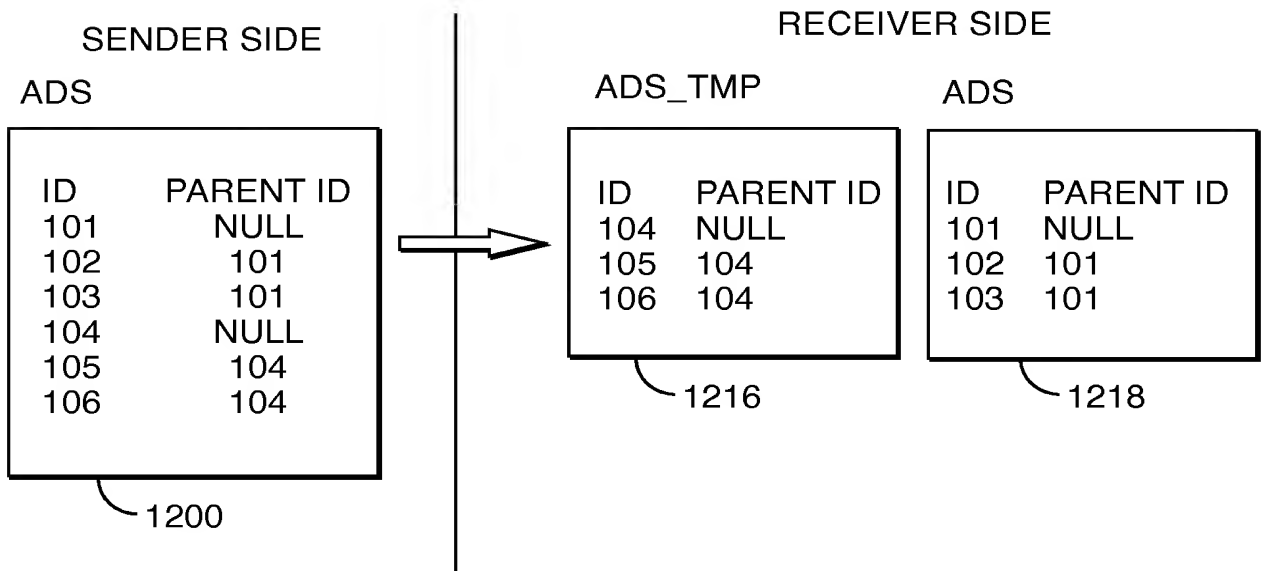
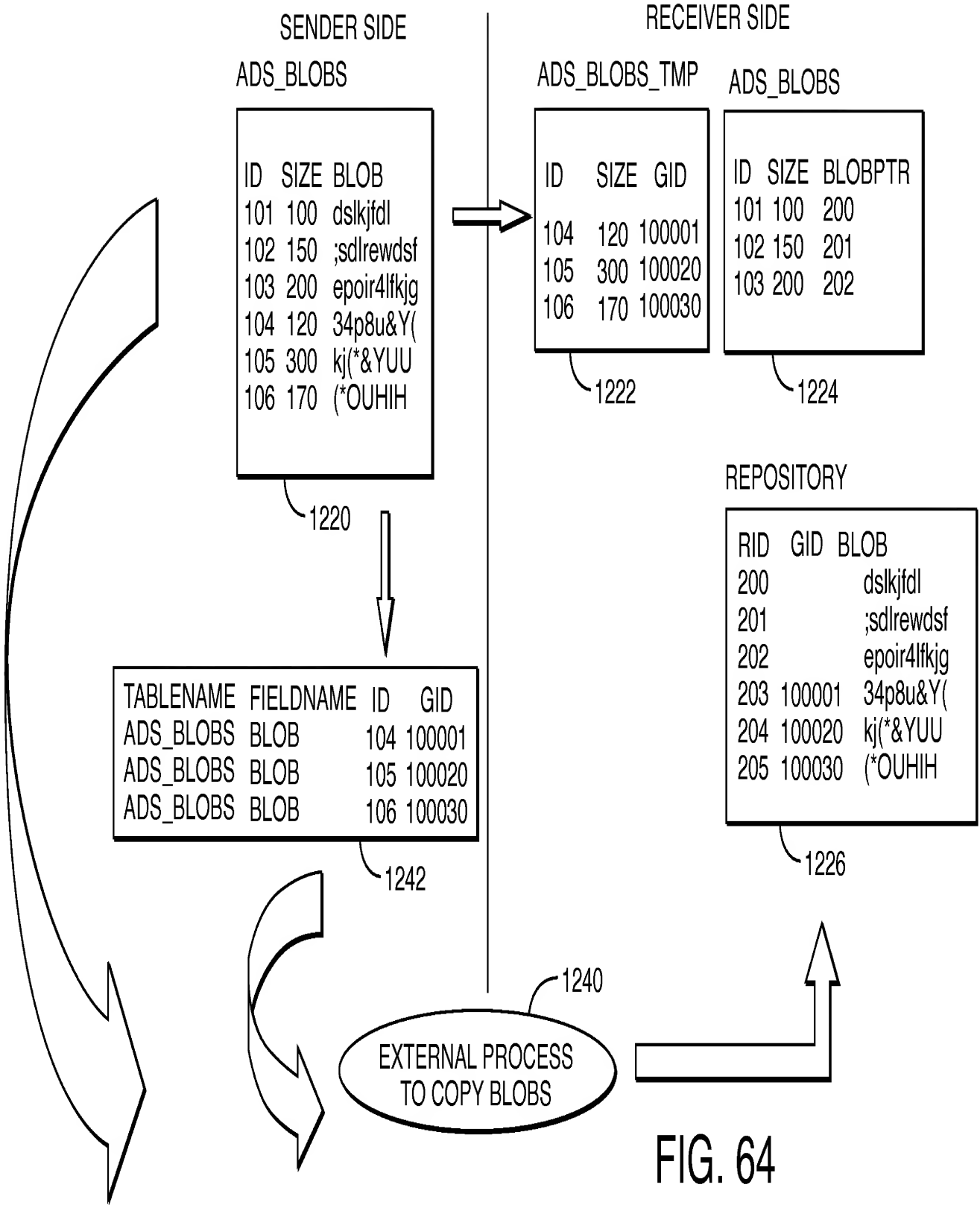


FIG. 63



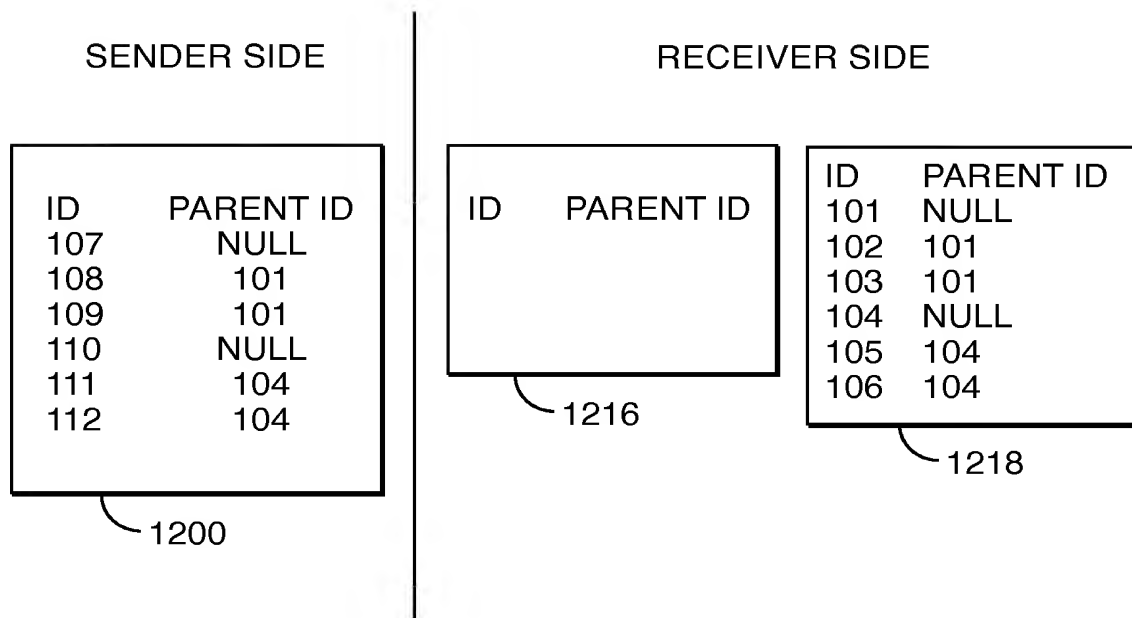


FIG. 65

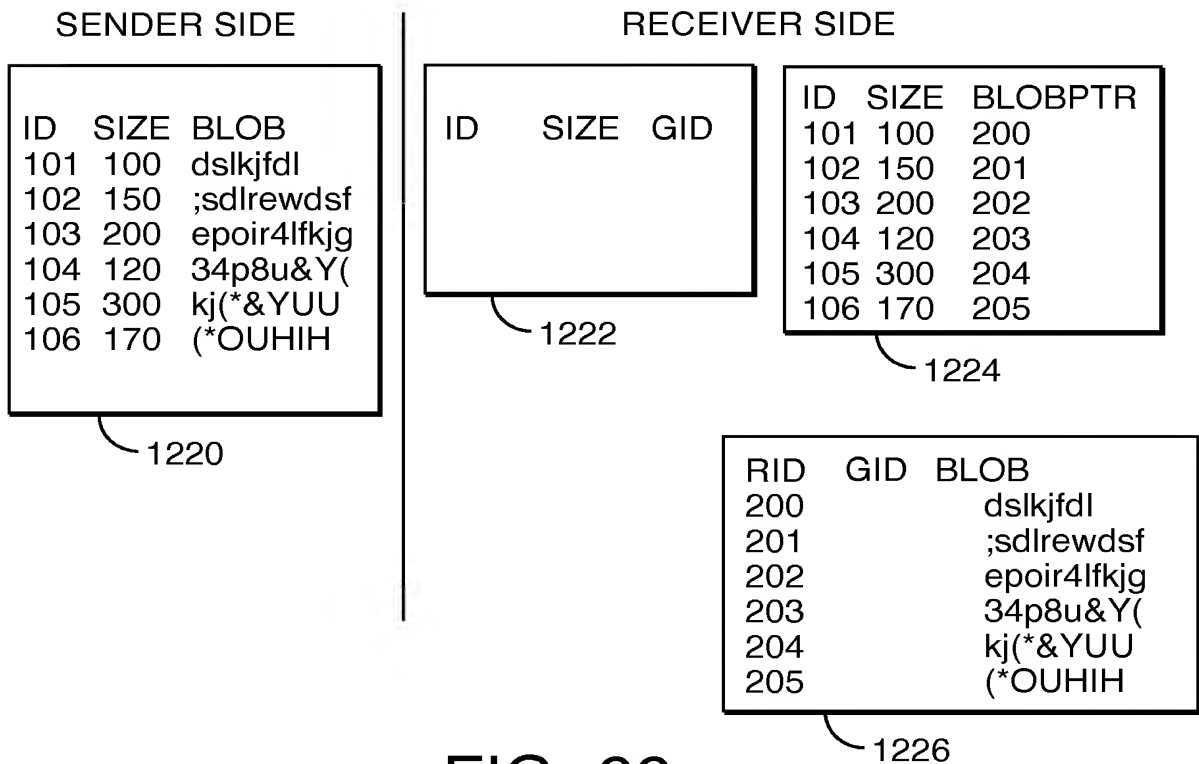


FIG. 66

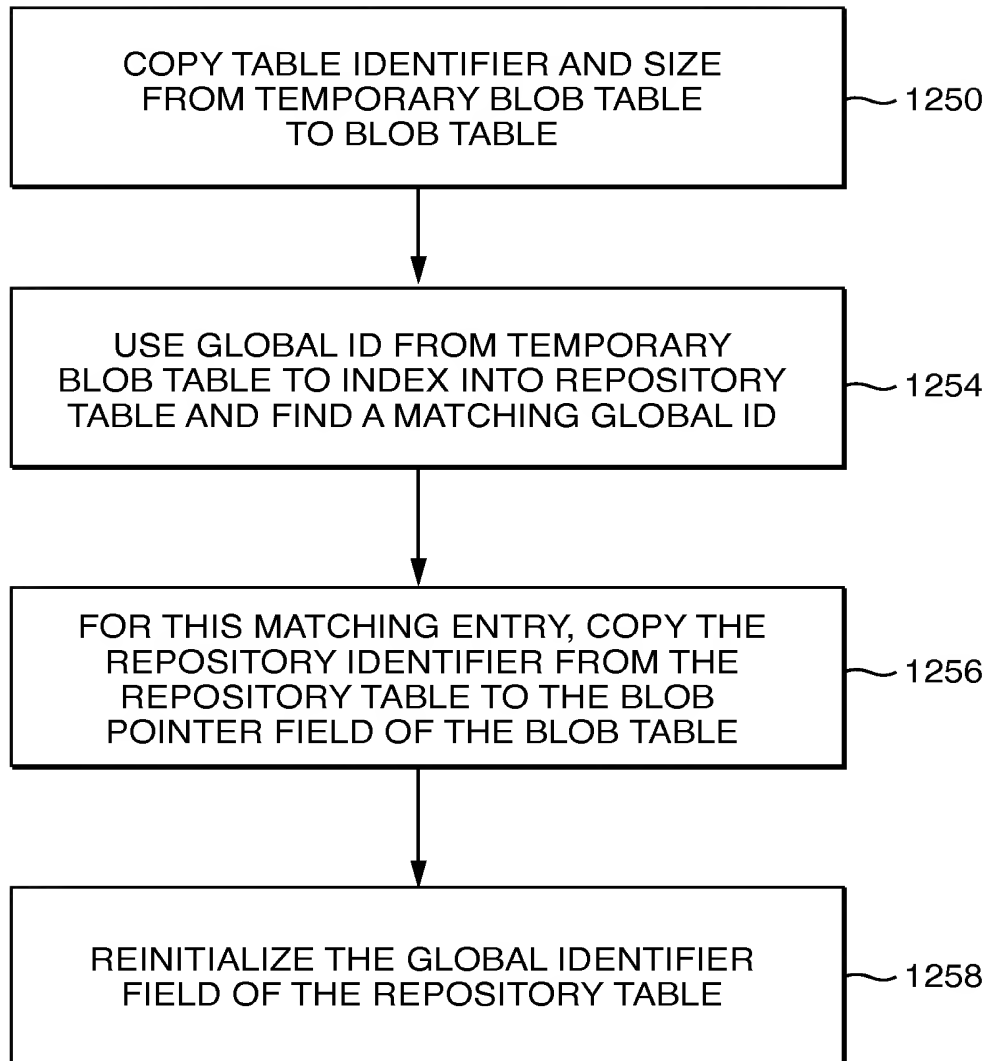


FIG. 67

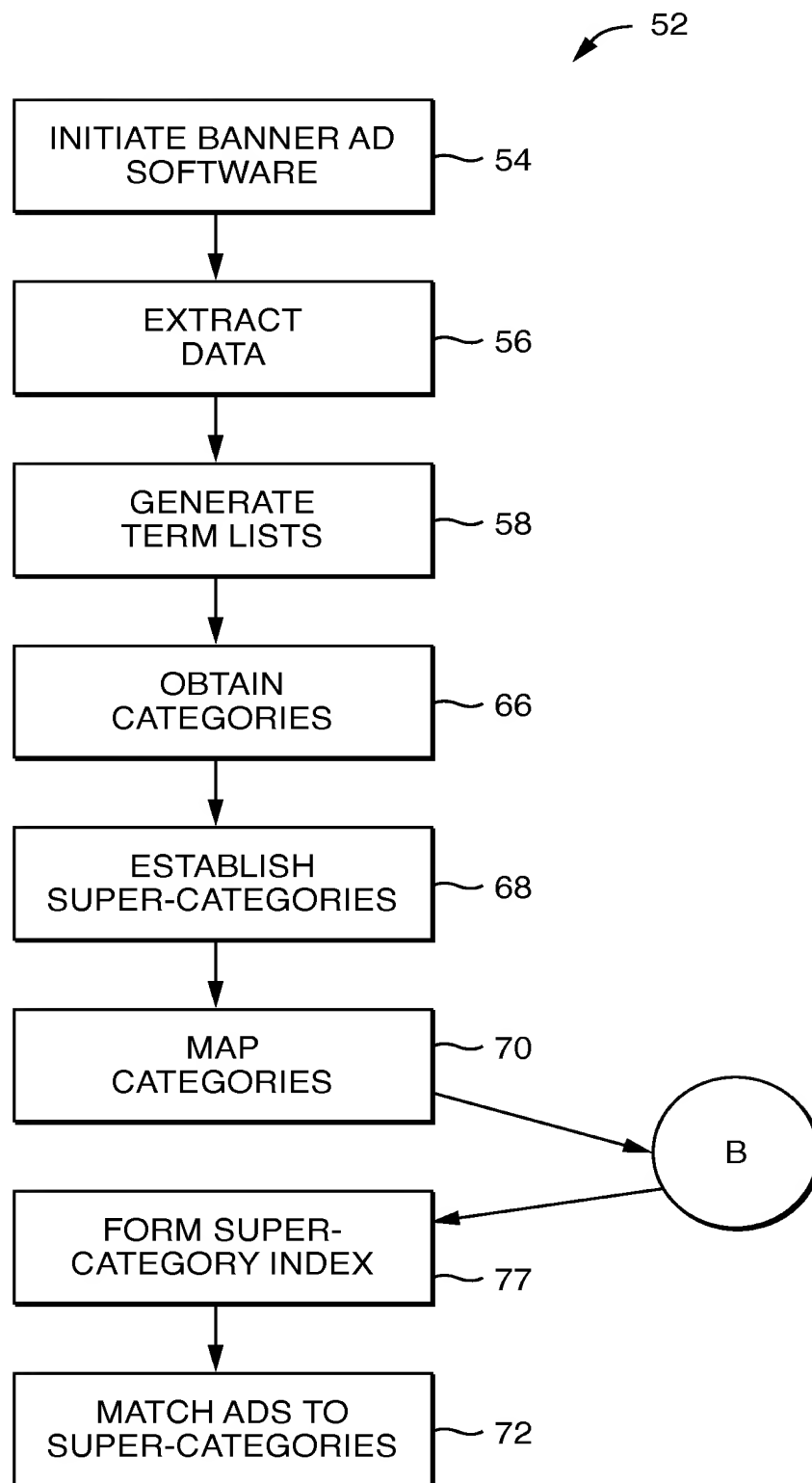


FIG. 68

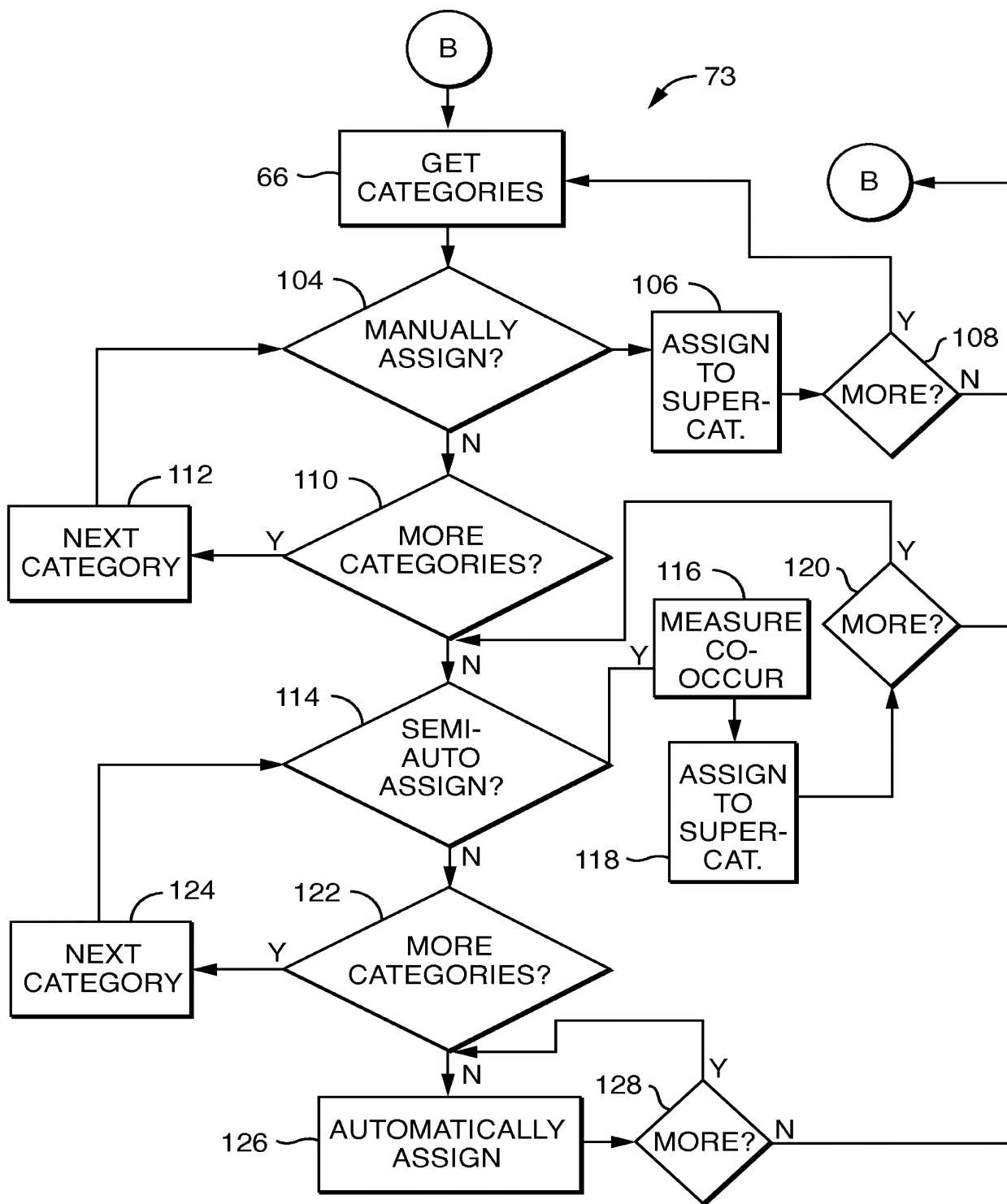


FIG. 69

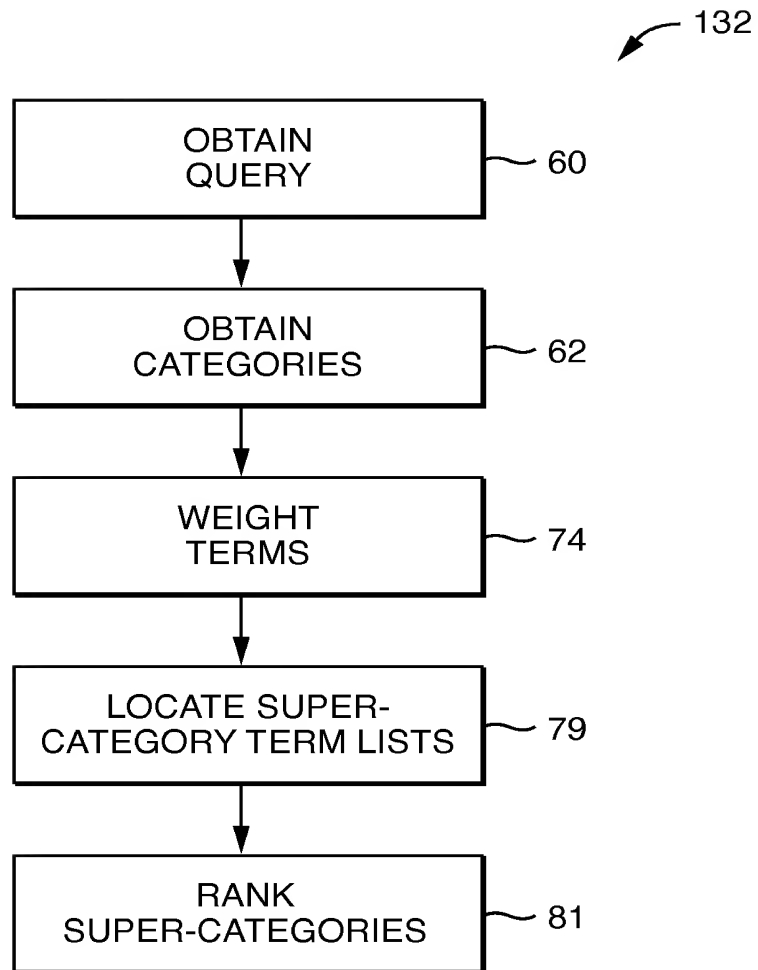


FIG. 70